A server system receives a visual query and identifies an entity in the visual query. The server system further identifies a client-side action corresponding to the identified entity and creates an actionable search result element configured to launch the client-side action. Examples of actionable search result elements are buttons to initiate a telephone call, to initiate email message, to map an address, to make a restaurant reservation, and to provide an option to purchase a product. The entity identified in the visual query may be indirectly associated with a client-side action whose contact address or appropriate link is found in a search result associated with the identified entity. The client system receives and displays the actionable search result element, and upon a user selection of the actionable search result element, launches the client-side action in an application distinct from the visual query client application.
Castaño, iPhoto’s new faces feature really does work!, Feb. 17, 2009, 8 pgs.
(56) References Cited

OTHER PUBLICATIONS


* cited by examiner
Receive a visual query from a client system
   The client system is a mobile device or a desktop device
   The visual query is a photograph, a screen shot, a scanned image, a video frame or a sequence of video frames.
   The visual query contains text and non-text elements

Send the visual query to a plurality of parallel search systems
   Send the visual query to optical character recognition (OCR), facial recognition, and a first query-by-image process that is one of: product recognition, bar code recognition, object-or-object-category recognition, and color recognition.

Receive one or more search results
   Receiving a null value from a search system if no relevant results are found for that search system

When a plurality of the search results meet pre-defined criteria, rank the search results
   Filter the plurality of search results

Create an compound search result
   The compound result contains an OCR result and a link to a named entity in the OCR document

Send at least one search result to the client system
   The search results comprise results from more than one parallel search system
   Search results include OCR result and image match result
   Search results include visual query and text query results

Figure 2
Receive a visual query from a client system

Send the visual query to a plurality of parallel search systems

Receive one or more search results

Creating an interactive results document comprising a visual identifier of a sub-portion of the visual query with a user selectable link corresponding to the visual identifier

The visual identifier is a bounding box

The bounding box outlines the respective sub-portion

The visual identifier is a label

The user selectable link corresponds to one or more search results related to the corresponding sub-portion

A plurality of links correspond to search results from more than one search system

The interactive results document contains an OCR result and an image match result.

Sending the interactive results document to the client system

Sending a results list for concurrent presentation with the interactive results document

Receiving from the client system information regarding a user selection of a visual identifier in the interactive results document

Sending at least a subset of results related to the corresponding subportion

Figure 3
Figure 5

Client 102

CPU(s) 702

Operating System 716
Communications Module 718
Image Capture / Camera Module 720
Client Application Module(s) 722
Query-by-image Submission 724
Region of Interest Selection Module (optional) 725
Results Browser 726
Annotation Module 728
Structured Text Entry 730
Freeform Text Entry 732
Image Region Selection 734
Content Authoring App (optional) 736
Local image analysis (optional) 738
Other Client Applications 740

User interface 705
Display 706
Touch sensitive 709
Keyboard/mouse 708

GPS/location application 707

Image capture/camera 710

Communication interface(s) 704

Memory 712
Figure 10
ACTIVE Drink is an energy sports drink that is very popular in the United States and is now beginning to make its way worldwide.

This beverage is formulated to replenish fluid, carbohydrates and electrolytes.
ACTIVE Drink is an energy sports drink that is very popular in the United States and is now beginning to make its way worldwide.

Facial Recognition Link
Image Recognition Link

Trademark Link
Text Link

This beverage is formulated to replenish fluid and carbohydrate.
Receive visual query

Send visual query to at least one search system implementing a visual query search process

Send the visual query to a plurality of parallel search systems

Receive one or more search results

Search results include a communication address

Identify an entity in the visual query

Entity is one or more of: a person, a name or other identifier of a person, a company, an organization, phone number, fax number, email address, postal address, IM address, URL, text, logo, building, group of buildings or physical structures, a postal address, a landmark, social networking contact, product, face, barcode, and image

Identifying entity comprises using a non-OCR image matching process to identify the entity in the visual query

Identify one or more client-side actions corresponding to the identified entity

The identified action is based on information identified in the one or more search results

Action is one or more of: initiating a call to a phone number, instant messaging, faxing, paging, emailing, contacting through a social network system, and communicating by another mechanism

Action is mapping including one or more of: providing a map identifying the location of the postal address, providing driving directions to the postal address, providing driving directions from the postal address, providing an aerial photograph including the postal address, and providing a street view image corresponding to the postal address

Action is adding information to a contacts list

Action is one or more of: initiating purchase of a product, property or other entity, initiating a bid on the product, property or other entity, and obtaining and/or displaying a review of the product, property or other entity, a list of similar products, properties or other entities, or a list of related products, properties or other entities

Figure 16A
Creating an actionable search result element configured to launch a corresponding client side-action

At least for some visual queries, create two or more actionable search result elements each configured to launch a respective client-side action

- At least two client-side actions are configured to launch distinct client applications

- Actionable search result is a button

Sending the actionable search result element

- Sending at least one search result to the client system

- The actionable search result is configured to be displayed overlaying a portion of the visual query

Sending an actionable element

- Actionable element includes options to share, upload, review history, and launch a new search

Figure 16B
Front End
Server 110

Receive visual query from client system
→
Receive location information

Send the visual query to a one or more visual search systems
→
Send location information

Receive enhanced location information based on the visual query and the location information
→
Send enhanced location information to location-based query system

Receive one or more search results
→
Search results are in accordance with the visual query and the enhanced location information
→
Create and send one or more actionable search result elements

Receive an actionable search result element
→
Display the actionable search result element
→
Display the actionable search result element overlaying a portion of the visual query

Receive a user selection of the actionable search result element
→
In a client-side application distinct from the visual query client application, launch the corresponding client side action

Client 102

Receive image from user
→
Receive location information

Create visual query from image
→
Send visual query to server system
→
Send location information

Figure 20
Search Engine

Place Match
SF Ferry Building – Pier 48 (4 reviews)
Lunch, dinners, shopping, ferries, farmers market. Open all day into the evening.

Opportunities for food and shopping at the San Francisco Ferry Building include many restaurants, gift stores whose features include ....

Call 415-678-1234
URL www.sf-ferrybuildinginfo.com
Map search engine/maps/sf/ferrybuilding

Web Results

The California Academy of Sciences, located Golden Gate Park, San Francisco. Includes the ...www.calacademy.org

The Palace of Fine Arts, a Roman-style remainder of the 1915 Panama-Pacific Inte...www.thepalaceoffinearts.com

Next 7 web results...

Related place matches

Place California Academy of Sciences
Place Palace of Fine Arts

New Search  Share  History

username@somemail.com - Sign out
© 2009 - About Search Engine - Privacy

Figure 21
Location-Augmented Search System 112-F

CPU

Communication interface(s)

Memory 2312

Operating System 2316
Communications Module 2318
Search Application 2320

Image Database 2322

StreetView record #1 2306

Image 2308
Pinpoint location 2310

StreetView record #2 2310

Index (optional) 2324

Results Ranking 2326

Annotation Module 2328

Annotation Database 2330

Figure 23
ACTIONABLE SEARCH RESULTS FOR VISUAL QUERIES

RELATED APPLICATIONS

This application claims priority to the following U.S. Provisional patent application which is incorporated by reference herein in its entirety: U.S. Provisional Patent Application No. 61/266,130, filed Dec. 2, 2009, entitled “Actionable Search Results for Visual Queries.”


TECHNICAL FIELD

The disclosed embodiments relate generally to creating one or more actionable search result elements corresponding to an entity in a visual query.

BACKGROUND

Text-based or term-based searching, wherein a user inputs a word or phrase into a search engine and receives a variety of results, is a useful tool for searching. However, term based queries require that a user be able to input a relevant term. Sometimes a user may wish to know information about an image. For example, a user might want to know the name of a person in a photograph, or a user might want to know the name of a flower or bird in a picture in a magazine. A person may also wish to contact the person in the image or buy an item in the image. Accordingly, a system that can receive an image, translate it into a visual query, and provide actionable search result elements corresponding to entities identified in the visual query would be desirable.

SUMMARY

Some of the limitations and disadvantages described above by providing methods, systems, computer readable storage mediums, and graphical user interfaces (GUIs) described below.

Some embodiments provide methods, systems, computer readable storage mediums, and graphical user interfaces (GUIs) provide the following. According to some embodiments, a computer-implemented method of processing a visual query includes performing the following operations on a server system having one or more processors and memory storing one or more programs for execution by the one or more processors. A visual query is received by the server system from a client system. In some embodiments, the visual query is processed by sending the visual query to at least one search system implementing a visual query search process, and receiving a plurality of search results from one or more of the search systems. Whether or not the server system sends the visual query to the search systems, the server system identifies an entity in the visual query. It also identifies one or more client-side actions corresponding to the identified entity. Then it creates an actionable search result element configured to launch one of the client-side actions. In some embodiments, it creates a plurality of actionable search results configured to launch a plurality of the client-side actions. Finally, the server system sends the actionable search result element(s) and at least one of the plurality of search results to the client system.

In some embodiments, the actionable search result element is distinct from the plurality of search results. Some embodiments provide creating and sending to the client system a plurality of actionable search result buttons that are each configured to launch a unique client action.

In some embodiments, the method also includes identifying a plurality of distinct client-side actions corresponding to the identified entity. Then the server system creates two or more actionable search result elements that are each configured to launch a respective client-side action of the identified plurality of client-side actions. The servers system then sends the two or more actionable search result elements to the client system.

In some embodiments, identifying the entity comprises using a non-OCR image matching process to identify the entity in the visual query.

In some embodiments, the respective client-side action is one or more of the following: initiating a call to a telephone number, instant messaging, paging, faxing, emailing, a social network communication, and communicating by another communication mechanism.

In some embodiments, the identified entity in the visual query can be a person, a name or other identifier associated with the person, a bar code, a logo, a business, an organization, a building, a group of buildings or physical structures, a postal address, a landmark, a geographical entity, a product, or a service.

The aforementioned method optionally also includes sending to the client system a representation of the visual query with the actionable search result element overlaying at least a portion of the representation of the visual query. In other embodiments, the sending includes sending to the client system information for visually presenting the actionable search result element overlaying at least a portion of the visual query.

Optionally, when the identified entity is a phone number, the actionable search result element is a button (i.e., a discrete user interface element which may or may not look like a button) for initiating a telephone call to the phone number. When the identified entity is an email address, the actionable search result element is a button for initiating composition of an email message to the email address. When the identified entity is a postal address, the actionable search result element is a button for mapping the address. In some embodiments, mapping includes at least one of: providing a map identifying the location of the postal address, providing driving directions to the postal address, providing driving directions from the postal address, providing an aerial photograph including the postal address, and providing a street view image corresponding to the postal address.

Optionally, the actionable search result element is configured to add information to a contacts list. The information may include one or more of: a name, an email address, a
In some embodiments, when entity is a product, the actionable search result element is configured to provide one or more of the following: a product review, an option to initiate purchase of the product, and option to initiate a bid on the product, a list of similar products, and a list of related products.

Some embodiments provide that when the identified entity is a person, or an identifier associated with the person, the plurality of search results includes a communication address associated with the person, and the actionable search result element is configured to launch a communication using the communication address.

In some embodiments, the actionable search result includes an identifier associated with the person, and the identifier is one the name of the person, a facial image of the person, an identification number associated with the person, a phone number associated with the person, a fax number associated with the person, a social networking identifier associated with the person, and/or an email address associated with the person.

In some embodiments, in addition to the actionable search result elements, an actionable element, configured to share or upload at least a portion of the visual query is provided as well.

Some embodiments provide methods, systems, computer readable storage mediums, and graphical user interfaces (GUIs) provide the following. According to some embodiments, a computer-implemented method of processing a visual query includes performing the following steps performed on a client system having one or more processors, a display, and memory storing one or more programs for execution by the one or more processors. A visual query is received from an application such as an image capturing application. The client system creates a visual query from the image. Then the client system sends the visual query to a visual query search system. The visual query search system processes the visual query as discussed above. The client system receives from the visual query search system an actionable search result element configured to launch a client-side action. The actionable search result element corresponds to an entity in the visual query. The client system displays the actionable search result element on the display using a visual query client application. The client system sends the query to the client-side action. The client system processes the actionable search result element and launches the client-side action corresponding to the selected actionable search result element. The client-side action is launched in a client-side application distinct from the visual query client application.

In some embodiments, the client-side application distinct from the visual query client application is an email application, a browser application, a phone application, an instant messaging application, a social networking application, or a mapping application.

In some embodiments, a server system includes one or more central processing units for executing programs and memory storing one or more programs be executed by the one or more central processing units is provided. The programs include instructions for performing the following. A visual query is received from a client system. In some embodiments, the visual query is processed by sending it visual query to at least one search system implementing a visual query search process, and then the server receives a plurality of search results from one or more of the search systems. Whether or not the server system sends the visual query to the search systems, the server system identifies an entity in the visual query. It also identifies one or more client-side actions corresponding to the identified entity. Then it creates an actionable search result element configured to launch one or the client-side actions. In some embodiments, it creates a plurality of actionable search results configured to launch a plurality of the client side actions. Finally, the server system sends the actionable search result element(s) and at least one of the plurality of search results to the client system. Such a server system may also include program instructions to execute the additional options discussed above.

In some embodiments, a client system including one or more central processing units for executing programs, a display, and memory storing one or more programs be executed by the one or more central processing units is provided. The programs include instructions for performing the following. A visual query is received from an application such as an image capturing application. The client system creates a visual query from the image. Then the client system sends the visual query to a visual query search system. The visual query search system processes the visual query as discussed above. The client system receives from the visual query search system an actionable search result element configured to launch a client-side action. The actionable search result element corresponds to an entity in the visual query. The client system displays the actionable search result element on the display using a visual query client application. The client system then receives a user selection of the actionable search result element, and launches the client-side action corresponding to the selected actionable search result element. The client-side action is launched in a client-side application distinct from the visual query client application. Such a client system may also include program instructions to execute the additional options discussed above.

Some embodiments provide a computer readable storage medium storing one or more programs configured for execution by a computer. The programs include instructions for performing the following. A visual query is received from a client system. In some embodiments, the visual query is processed by sending it visual query to at least one search system implementing a visual query search process, and then the server receives a plurality of search results from one or more of the search systems. Whether or not the server system sends the visual query to the search systems, the server system identifies an entity in the visual query. It also identifies one or more client-side actions corresponding to the identified entity. Then it creates an actionable search result element configured to launch one or the client-side actions. In some embodiments, it creates a plurality of actionable search results configured to launch a plurality of the client side actions. Finally, the server system sends the actionable search result element(s) and at least one of the plurality of search results to the client system. Such a computer readable storage medium may also include program instructions to execute the additional options discussed above.

Some embodiments provide a computer readable storage medium storing one or more programs configured for execution by a computer. The programs include instructions for performing the following. A visual query is received from an application such as an image capturing application. The client system creates a visual query from the image. Then the client system sends the visual query to a visual query search system. The visual query search system processes the visual query as discussed above. The client system receives from the visual query search system an actionable search result element configured to launch a client-side action. The actionable search result element corresponds to an entity in the visual query.
The client system displays the actionable search result element on a client display using a visual query client application. The client system then receives a user selection of the actionable search result element, and launches the client-side action corresponding to the selected actionable search result element. The client-side action is launched in a client-side application distinct from the visual query client application. Such a computer readable storage medium may also include program instructions to execute the additional options discussed above.

In another aspect, a computer-implemented method of processing a visual query includes performing the following steps on a server system having one or more processors and memory storing one or more programs for execution by the one or more processors. A visual query is received from a client system. Location information is also received from the client system. In some embodiments, the client system obtains location information from GPS information, cell tower information, and/or local wireless network information. The server system sends the visual query and the location information to a visual query search system. It then receives one or more search results in accordance with both the visual query and the location information from the visual query search system. The server system identifies, from the one or more search results, an entity in the visual query. It also identifies one or more client-side actions corresponding to the identified entity. Then the server system creates an actionable search result element configured to launch a respective client-side action of the identified one or more client-side actions. Finally, the server system sends the actionable search result element to the client system.

Some embodiments further involve sending, along with the actionable search result element, at least one of the one or more search results to the client system. In some embodiments, the search results include search results within a specified distance from the location information. In other embodiments, the search results include search results similar to the identified entity. In some embodiments, at least one of the one or more search results includes an actionable search results element configured to launch a client-side action corresponding to an entity in the search result.

In some embodiments, when the identified entity is a restaurant, the respective client-side action is one or more of: initiating a phone call, providing a review; initiating a reservation request, providing mapping information, launching the restaurant’s website, providing additional information, and sharing any of the above.

Some embodiments further include receiving from the visual query search system enhanced location information based on the visual query and the location information. The server system then sends a search query to a location-based search system. The search query includes the enhanced location information. The search system receives and provides to the client one or more search results in accordance with the enhanced location information.

In some embodiments, the identified entity in the visual query can be a person, a name or other identifier associated with the person, a bar code, a logo, a business, an organization, a building, a group of buildings or physical structures, a postal address, a landmark, a geographical entity, a product, or a service.

In some embodiments, the actionable search result element is configured to add information to a contacts list, wherein the information is selected from a group consisting of one or more of: an email address, a phone number, a fax number, a postal address, a company name, an organization name, and a URL.

Optionally, when the identified entity is an identifier associated with an entity, such as a business, organization, or association, the one or more search results include a communication address associated with the entity, and the actionable search result element is configured to launch a communication using the communication address.

Some embodiments provide methods, systems, computer readable storage mediums, and graphical user interfaces (GUIs) provide the following. According to some embodiments, a computer-implemented method of processing a visual query includes performing the following steps performed on a client system having one or more processors, a display, and memory storing one or more programs for execution by the one or more processors. The client system receives an image. The image may be received from an image capturing application. The client system also receives location information. In some embodiments, the client system receives location information from GPS information, cell tower information, and/or local wireless network information. The client system creates a visual query from the image. It sends the visual query and the location information to a visual query search system. The visual query search system performs the operations discussed above. The client system receives from the visual query search system an actionable search result element configured to launch a client-side action. The actionable search result element corresponds to an entity in the visual query. The client system displays the actionable search result element on the display using a visual query client application. Then the client system receives a user selection of the actionable search result element and, in a client-side application distinct from the visual query client application, launches the client-side action corresponding to the selected actionable search result element.

In some embodiments, the client-side application is an email application, a browser application; a phone application; an instant messaging application; a social networking application, or a mapping application.

Some embodiments further include receiving from the visual query search system one or more search results in accordance with both the visual query and the location information. The client system then displays on the display, along with the actionable search result element, the one or more search results.

In some embodiments, a server system including one or more central processing units for executing programs and memory storing one or more programs be executed by the one or more central processing units is provided. The programs include instructions for performing the following. A visual query is received from a client system. Location information is also received from the client system. The client system obtains location information from GPS information, cell tower information, and/or local wireless network information. The server system sends the visual query and the location information to a visual query search system. It then receives one or more search results in accordance with both the visual query and the location information from the visual query search system. The server system identifies, from the one or more search results, an entity in the visual query. It also identifies one or more client-side actions corresponding to the identified entity. Then the server system creates an actionable search result element configured to launch a respective client-side action of the identified one or more client-side actions. Finally, the server system sends the actionable search result element to the client system. Such a server system may also include program instructions to execute the additional options discussed above.
In some embodiments, a client system including one or more central processing units for executing programs, a display, and memory storing one or more programs be executed by the one or more central processing units is provided. The programs include instructions for performing the following. The client system receives an image. The image may be received from an image capturing application. The client system also receives location information. In some embodiments, the client system receives location information from GPS information, cell tower information, and/or local wireless network information. The client system creates a visual query from the image. It sends the visual query and the location information to a visual query search system. The visual query search system performs the operations discussed above. The client system receives from the visual query search system an actionable search result element configured to launch a client-side action. The actionable search result element corresponds to an entity in the visual query. The client system displays the actionable search result element on the display using a visual query client application. Then the client system receives a user selection of the actionable search result element. In a client-side application distinct from the visual query client application, the client system launches the client-side action corresponding to the selected actionable search result element. Such a client system may also include program instructions to execute the additional options discussed above.

Some embodiments provide a computer readable storage medium storing one or more programs configured for execution by a computer. The programs include instructions for performing the following. A visual query is received from a client system. Location information is also received from the client system. In some embodiments, the client system obtains location information from GPS information, cell tower information, and/or local wireless network information. The server system sends the visual query and the location information to a visual query search system. It then receives one or more search results in accordance with both the visual query and the location information from the visual query search system. The server system identifies, from the one or more search results, an entity in the visual query. It also identifies one or more client-side actions corresponding to the identified entity. Then the server system creates an actionable search result element configured to launch a respective client-side action of the identified one or more client-side actions. Finally, the server system sends the actionable search result element to the client system. Such a computer readable storage medium may also include program instructions to execute the additional options discussed above.

Some embodiments provide a computer readable storage medium storing one or more programs configured for execution by a computer. The programs include instructions for performing the following. The client system receives an image. The image may be received from an image capturing application. The client system also receives location information. In some embodiments, the client system receives location information from GPS information, cell tower information, and/or local wireless network information. The client system creates a visual query from the image. It sends the visual query and the location information to a visual query search system. The visual query search system performs the operations discussed above. The client system receives from the visual query search system an actionable search result element configured to launch a client-side action. The actionable search result element corresponds to an entity in the visual query. The client system displays the actionable search result element on a display using a visual query client application. Then the client system receives a user selection of the actionable search result element. In a client-side application distinct from the visual query client application, the client system launches the client-side action corresponding to the selected actionable search result element. Such a computer readable storage medium may also include program instructions to execute the additional options discussed above.

**BRIEF DESCRIPTION OF THE DRAWINGS**

FIG. 1 is a block diagram illustrating a computer network that includes a visual query server system.

FIG. 2 is a flow diagram illustrating the process for responding to a visual query, in accordance with some embodiments.

FIG. 3 is a flow diagram illustrating the process for responding to a visual query with an interactive results document, in accordance with some embodiments.

FIG. 4 is a flow diagram illustrating the communications between a client and a visual query server system, in accordance with some embodiments.

FIG. 5 is a block diagram illustrating a client system, in accordance with some embodiments.

FIG. 6 is a block diagram illustrating a front end visual query processing server system, in accordance with some embodiments.

FIG. 7 is a block diagram illustrating a generic one of the parallel search systems utilized to process a visual query, in accordance with some embodiments.

FIG. 8 is a block diagram illustrating an OCR search system utilized to process a visual query, in accordance with some embodiments.

FIG. 9 is a block diagram illustrating a facial recognition search system utilized to process a visual query, in accordance with some embodiments.

FIG. 10 is a block diagram illustrating an image to terms search system utilized to process a visual query, in accordance with some embodiments.

FIG. 11 illustrates a client system with a screen shot of an exemplary visual query, in accordance with some embodiments.

FIGS. 12A and 12B each illustrate a client system with a screen shot of an interactive results document with bounding boxes, in accordance with some embodiments.

FIG. 13 illustrates a client system with a screen shot of an interactive results document that is coded by type, in accordance with some embodiments.

FIG. 14 illustrates a client system with a screen shot of an interactive results document with labels, in accordance with some embodiments.

FIG. 15 illustrates a screen shot of an interactive results document and visual query displayed concurrently with a results list, in accordance with some embodiments.

FIGS. 16A and 16B are flow diagrams illustrating the process for creating an actionable search result element, in accordance with some embodiments.

FIG. 17 illustrates a client system display of a results list and a plurality of actionable search result elements returned for a visual query including a business card, in accordance with some embodiments.

FIG. 18 illustrates a client system display of a results list and a plurality of actionable search result elements returned for a visual query including a 2D barcode, in accordance with some embodiments.
FIG. 19 illustrates a client system display of a results list and a plurality of actionable search result elements returned for a visual query including a book, in accordance with some embodiments.

FIG. 20 is a flow diagram illustrating communications between a client and a visual query server system for creating actionable search results with optional location information augmentation, in accordance with some embodiments.

FIG. 21 illustrates a client system display of a results list and a plurality of actionable search result elements returned for a street view visual query including a building, in accordance with some embodiments.

FIG. 22 illustrates a client system display of a plurality of actionable search result elements overlaying a visual query which are returned for a street view visual query including a building, in accordance with some embodiments.

FIG. 23 is a block diagram illustrating a location-augmented visual query processing server system, in accordance with some embodiments.

FIG. 24 is a block diagram illustrating a location-based query processing server system, in accordance with some embodiments.

Like reference numerals refer to corresponding parts throughout the drawings.

DESCRIPTION OF EMBODIMENTS

Reference will now be made in detail to embodiments, examples of which are illustrated in the accompanying drawings. In the following detailed description, numerous specific details are set forth in order to provide a thorough understanding of the present invention. However, it will be apparent to one of ordinary skill in the art that the present invention may be practiced without these specific details. In other instances, well-known methods, procedures, components, circuits, and networks have not been described in detail so as not to unnecessarily obscure aspects of the embodiments.

It will also be understood that, although the terms first, second, etc. may be used herein to describe various elements, these elements should not be limited by these terms. These terms are only used to distinguish one element from another. For example, a first contact could be termed a second contact, and, similarly, a second contact could be termed a first contact, without departing from the scope of the present invention. The first contact and the second contact are both contacts, but they are not the same contact.

The terminology used in the description of the invention herein is for the purpose of describing particular embodiments only and is not intended to be limiting of the invention. As used in the description of the invention and the appended claims, the singular forms “a,” “an,” and “the” are intended to include the plural forms as well, unless the context clearly indicates otherwise. It will also be understood that the term “and/or” as used herein refers to and encompasses any and all possible combinations of one or more of the associated listed items. It will be further understood that the terms “comprises” and/or “comprising,” when used in this specification, specify the presence of stated features, integers, steps, operations, elements, and/or components, but do not preclude the presence or addition of one or more other features, integers, steps, operations, elements, components, and/or groups thereof.

As used herein, the term “if” may be construed to mean “when” or “upon” or “in response to determining” or “in response to detecting,” depending on the context. Similarly, the phrase “if it is determined” or “if (a stated condition or event) is detected” may be construed to mean “upon determining” or “in response to determining” or “upon detecting (the stated condition or event)” or “in response to detecting (the stated condition or event),” depending on the context.

FIG. 1 is a block diagram illustrating a computer network that includes a visual query server system according to some embodiments. The computer network 100 includes one or more client systems 102 and a visual query server system 106. One or more communications networks 104 interconnect these components. The communications network 104 may be any of a variety of networks, including local area networks (LAN), wide area networks (WAN), wireless networks, wireline networks, the Internet, or a combination of such networks.

The client system 102 includes a client application 108, which is executed by the client system, for receiving a visual query (e.g., visual query 1102 of FIG. 11). A visual query is an image that is submitted as a query to a search engine or search system. Examples of visual queries, without limitations include photographs, scanned documents and images, and drawings. In some embodiments, the client application 108 is selected from the set consisting of a search application, a search engine plug-in for a browser application, and a search engine extension for a browser application. In some embodiments, the client application 108 is an “omnivorous” search box, which allows a user to drag and drop any format of image into the search box to be used as the visual query.

A client system 102 sends queries to and receives data from the visual query server system 106. The client system 102 may be any computer or other device that is capable of communicating with the visual query server system 106. Examples include, without limitation, desktop and notebook computers, mainframe computers, server computers, mobile devices such as mobile phones and personal digital assistants, network terminals, and set-top boxes.

The visual query server system 106 includes a front end visual query processing server 110. The front end server 110 receives a visual query from the client 102, and sends the visual query to a plurality of parallel search systems 112 for simultaneous processing. The search systems 112 each implement a distinct visual query search process and access their corresponding databases 114 as necessary to process the visual query by their distinct search process. For example, a face recognition search system 112-A will access a facial image database 114-A to look for facial matches to the image query. As will be explained in more detail with regard to FIG. 9, if the visual query contains a face, the facial recognition search system 112-A will return one or more search results (e.g., names, matching faces, etc.) from the facial image database 114-A. In another example, the optical character recognition (OCR) search system 112-B, converts any recognizable text in the visual query into text for return as one or more search results. In the optical character recognition (OCR) search system 112-B, an OCR database 114-B may be accessed to recognize particular fonts or text patterns as explained in more detail with regard to FIG. 8.

Any number of parallel search systems 112 may be used. Some examples include a facial recognition search system 112-A, an OCR search system 112-B, an image-to-texts search system 112-C (which may recognize an object or an object category), a product recognition search system (which may be configured to recognize 2-D images such as book covers and CDs and may also be configured to recognized 3-D images such as furniture), bar code recognition search system (which recognizes 1D and 2D style bar codes), a named entity recognition search system, landmark recognition (which may be configured to recognize particular famous landmarks like the Eiffel Tower and may also be configured to recognize a corpus of specific images such as billboards),
The visual query is an image document of any suitable format. For example, the visual query can be a photograph, a screen shot, a scanned image, or a frame or a sequence of multiple frames of a video (206). In some embodiments, the visual query is a drawing produced by a content authoring program (736, FIG. 5). As such, in some embodiments, the user “draws” the visual query, while in other embodiments, the user scans or photographs the visual query. Some visual queries are created using an image generation application such as Acrobat, a photograph editing program, a drawing program, or an image editing program. For example, a visual query could come from a user taking a photograph of his friend on his mobile phone and then submitting the photograph as the visual query to the server system. The visual query could also come from a user scanning a page of a magazine, or taking a screen shot of a webpage on a desktop computer and then submitting the scan or screen shot as the visual query to the server system. In some embodiments, the visual query is submitted to the server system 106 through a search engine extension of a browser application, through a plug-in for a browser application, or by a search application executed by the client system 102. Visual queries may also be submitted by other application programs (executed by a client system) that support or generate images which can be transmitted to a remotely located server by the client system.

The visual query can be a combination of text and non-text elements (208). For example, a query could be a scan of a magazine page containing images and text, such as a person standing next to a road sign. A visual query can include an image of a person’s face, whether taken by a camera embedded in the client system or a document scanned by or otherwise received by the client system. A visual query can also be a scan of a document containing only text. The visual query can also be an image of numerous distinct subjects, such as several birds in a forest, a person and an object (e.g., car, park bench, etc.), a person and an animal (e.g., pet, farm animal, butterfly, etc.). Visual queries may have two or more distinct elements. For example, a visual query could include a barcode and an image of a product or product name on a product package. For example, the visual query could be a picture of a book cover that includes the title of the book, cover art, and a bar code. In some instances, one visual query will produce two or more distinct search results corresponding to different portions of the visual query, as discussed in more detail below.

The server system processes the visual query as follows. The front end server system sends the visual query to a plurality of parallel search systems for simultaneous processing (210). Each search system implements a distinct visual query search process, i.e., an individual search system processes the visual query by its own processing scheme.

In some embodiments, one of the search systems to which the visual query is sent for processing is an optical character recognition (OCR) search system. In some embodiments, one of the search systems to which the visual query is sent for processing is a facial recognition search system. In some embodiments, the plurality of search systems running distinct visual query search processes includes at least: optical character recognition (OCR), facial recognition, and another query-by-image process other than OCR and facial recognition (212). The other query-by-image process is selected from a set of processes that includes but is not limited to product recognition, bar code recognition, object-or-object-category recognition, named entity recognition, and color recognition (212).

In some embodiments, named entity recognition occurs as a post process of the OCR search system, wherein the text
result of the OCR is analyzed for famous people, locations, objects and the like, and then the terms identified as being named entities are searched in the term query server system (118, FIG. 1). In other embodiments, images of famous landmarks, logos, people, album covers, trademarks, etc. are recognized by an image-to-terms search system. In other embodiments, a distinct named entity query-by-image process separate from the image-to-terms search system is utilized. The object-or-object category recognition system recognizes generic result types like “car.” In some embodiments, this system also recognizes product brands, particular product models, and the like, and provides more specific descriptions, like “Porsche.” Some of the search systems could be special user specific search systems. For example, particular versions of color recognition and facial recognition could be a special search systems used by the blind.

The front end server system receives results from the parallel search systems (214). In some embodiments, the results are accompanied by a search score. For some visual queries, some of the search systems will find no relevant results. For example, if the visual query was a picture of a flower, the facial recognition search system and the bar code search system will not find any relevant results. In some embodiments, if no relevant results are found, a null or zero search score is received from that search system (216). In some embodiments, if the front end server does not receive a result from a search system after a pre-defined period of time (e.g., 0.2, 0.5, 1, 2 or 5 seconds), it will process the received results as if that timed out server produced a null search score and will process the received results from the other search systems.

Optionally, when at least two of the received search results meet pre-defined criteria, they are ranked (218). In some embodiments, one of the pre-defined criteria excludes void results. A pre-defined criterion is that the results are not void. In some embodiments, one of the pre-defined criteria excludes results having numerical score (e.g., for a relevance factor) that falls below a pre-defined minimum score. Optionally, the plurality of search results are filtered (220). In some embodiments, the results are only filtered if the total number of results exceeds a pre-defined threshold. In some embodiments, all the results are ranked but the results falling below a pre-defined minimum score are excluded. For some visual queries, the content of the results are filtered. For example, if some of the results contain private information or personal protected information, these results are filtered out.

Optionally, the visual query server system creates a compound search result (222). One embodiment of this is when more than one search system result is embedded in an interactive results document as explained with respect to FIG. 3. The term query server system (118, FIG. 1) may augment the results from one of the parallel search systems with results from a term search, where the additional results are either links to documents or information sources, or text and/or images containing additional information that may be relevant to the visual query. Thus, for example, the compound search result may contain an OCR result and a link to a named entity in the OCR document (224).

In some embodiments, the OCR search system (112B, FIG. 1) or the front end visual query processing server (110, FIG. 1) recognizes likely relevant words in the text. For example, it may recognize named entities such as famous people or places. The named entities are submitted as query terms to the term query server system (118, FIG. 1). In some embodiments, the term query results produced by the term query server system are embedded in the visual query result as a “link.” In some embodiments, the term query results are returned as separate links. For example, if a picture of a book cover were the visual query, it is likely that an object recognition search system will produce a high scoring hit for the book. As such a term query for the title of the book will be run on the term query server system (118) and the term query results are returned along with the visual query results. In some embodiments, the term query results are presented in a labeled group to distinguish them from the visual query results. The results may be searched individually, or a search may be performed using all the recognized named entities in the search query to produce particularly relevant additional search results. For example, if the visual query is a scanned travel brochure about Paris, the returned result may include links to the term query server system (118) for initiating a search on a term query “Notre Dame.” Similarly, compound search results include results from text searches for recognized famous images. For example, in the same travel brochure, live links to the term query results for famous destinations shown as pictures in the brochure like “Eiffel Tower” and “Louvre” may also be shown (even if the terms “Eiffel Tower” and “Louvre” did not appear in the brochure itself.)

The visual query server system then sends at least one result to the client system (226). Typically, if the visual query processing server receives a plurality of search results from at least some of the plurality of search systems, it will then send at least one of the plurality of search results to the client system. For some visual queries, only one search system will return relevant results. For example, in a visual query containing only an image of text, only the OCR server’s results may be relevant. For some visual queries, only one result from one search system may be relevant. For example, only the product related to a scanned bar code may be relevant. In these instances, the front end visual processing server will return only the relevant search result(s). For some visual queries, a plurality of search results are sent to the client system, and the plurality of search results include search results from more than one of the parallel search systems (228). This may occur when more than one distinct image is in the visual query. For example, if the visual query were a picture of a person riding a horse, results for facial recognition of the person could be displayed along with object identification results for the horse. In some embodiments, all the results for a particular query by image search system are grouped and presented together. For example, the top N facial recognition results are displayed under a heading “facial recognition results” and the top N object recognition results are displayed together under a heading “object recognition results.” Alternatively, as discussed below, the search results from a particular image search system may be grouped by image region. For example, if the visual query includes two faces, both of which produce facial recognition results, the results for each face would be presented as a distinct group.

For some visual queries (e.g., a visual query including an image of both text and one or more objects), the search results may include both OCR results and one or more image-match results (230).

In some embodiments, the user may wish to learn more about a particular search result. For example, if the visual query was a picture of a dolphin and the “image to terms” search system returns the following terms “water,” “dolphin,” “blue,” and “Flipper,” the user may wish to run a text based query term search on “Flipper.” When the user wishes to run a search on a term query (e.g., as indicated by the user clicking on or otherwise selecting a corresponding result in the search results), the query term server system (118, FIG. 1) is accessed, and the search on the selected term(s) is run. The corresponding search term results are displayed on the client.
system either separately or in conjunction with the visual query results (232). In some embodiments, the front end visual query processing server (110, FIG. 1) automatically (i.e., without receiving any user command, other than the initial visual query) chooses one or more top potential text results for the visual query, runs those text results on the term query server system 118, and then returns those term query results along with the visual query result to the client system (232). In the example above, if “Flipper” was the first term result for the visual query picture of a dolphin, the front end server runs a term query on “Flipper” and returns those term query results along with the visual query results to the client system. This embodiment, wherein a term result that is considered likely to be selected by the user is automatically executed prior to sending search results from the visual query to the user, saves the user time. In some embodiments, these results are displayed as a compound search result (222) as explained above. In other embodiments, the results are part of a search result list instead of or in addition to a compound search result.

FIG. 3 is a flow diagram illustrating the process for responding to a visual query with an interactive results document. The first three operations (202, 210, 214) are described above with reference to FIG. 2. From the search results which are received from the parallel search systems (214), an interactive results document is created (302).

Creating the interactive results document (302) will now be described in detail. For some visual queries, the interactive results document includes one or more visual identifiers of respective sub-portions of the visual query. Each visual identifier has at least one user selectable link to at least one of the search results. A visual identifier identifies a respective sub-portion of the visual query. For some visual queries, the interactive results document has only one visual identifier with one user selectable link to one or more results. In some embodiments, a respective user selectable link to one or more of the search results has an activation region, and the activation region corresponds to the sub-portion of the visual query that is associated with a corresponding visual identifier.

In some embodiments, the visual identifier is a bounding box (304). In some embodiments, the bounding box encloses a sub-portion of the visual query as shown in FIG. 12A. The bounding box need not be a square or rectangular box shape but can be any sort of shape including circular, oval, conformal (e.g., to an object in, entity in or region of the visual query), irregular or any other shape as shown in FIG. 12B. For some visual queries, the bounding box outlines the boundary of an identifiable entity in a sub-portion of the visual query (306). In some embodiments, each bounding box includes a user selectable link to one or more search results, where the user selectable link has an activation region corresponding to a sub-portion of the visual query surrounded by the bounding box. When the space inside the bounding box (the activation region of the user selectable link) is selected by the user, search results that correspond to the image in the outlined sub-portion are returned.

In some embodiments, the visual identifier is a label (307) as shown in FIG. 14. In some embodiments, label includes at least one term associated with the image in the respective sub-portion of the visual query. Each label is formatted for presentation in the interactive results document or near the respective sub-portion. In some embodiments, the labels are color coded.

In some embodiments, each respective visual identifier is formatted for presentation in a visually distinctive manner in accordance with a type of recognized entity in the respective sub-portion of the visual query. For example, as shown in FIG. 13, bounding boxes around a product, a person, a trademark, and the two textual areas are each presented with distinct cross-hatching patterns, representing differently colored transparent bounding boxes. In some embodiments, the visual identifiers are formatted for presentation in visually distinctive manners such as overlay color, overlay pattern, label background color, label background pattern, label font color, and border color.

In some embodiments, the user selectable link in the interactive results document is a link to a document or object that contains one or more results related to the corresponding sub-portion of the visual query (308). In some embodiments, at least one search result includes data related to the corresponding sub-portion of the visual query. As such, when the user selects the selectable link associated with the respective sub-portion, the user is directed to the search results corresponding to the recognized entity in the respective sub-portion of the visual query.

For example, if a visual query was a photograph of a bar code, there may be portions of the photograph which are irrelevant parts of the packaging upon which the bar code was affixed. The interactive results document may include a bounding box around only the bar code. When the user selects inside the outlined bar code bounding box, the bar code search result is displayed. The bar code search result may include one result, the name of the product corresponding to that bar code, or the bar code results may include several results such as a variety of places in which that product can be purchased, reviewed, etc.

In some embodiments, when the sub-portion of the visual query corresponding to a respective visual identifier contains text comprising one or more terms, the search results corresponding to the respective visual identifier include results from a term query search on at least one of the terms in the text. In some embodiments, when the sub-portion of the visual query corresponding to a respective visual identifier contains a person’s face for which at least one match (i.e., search result) is found that meets predefined reliability (or other criteria), the search results corresponding to the respective visual identifier include one or more of: product information, a product review, an option to initiate purchase of the product, an option to initiate a bid on the product, a list of similar products, and a list of related products.

Optionally, a respective user selectable link in the interactive results document includes anchor text, which is displayed in the document without having to activate the link. The anchor text provides information, such as a key word or term, related to the information obtained when the link is activated. Anchor text may be displayed as part of the label (307), or in a portion of a bounding box (304), or as additional information displayed when a user hovers a cursor over a user selectable link for a predetermined period of time such as 1 second.

Optionally, a respective user selectable link in the interactive results document is a link to a search engine for searching
for information or documents corresponding to a text-based query (sometimes herein called a term query). Activation of the link causes execution of the search by the search engine, where the query and the search engine are specified by the link (e.g., the search engine is specified by a URL in the link and the text-based search query is specified by a URL parameter of the link), with results returned to the client system. Optionally, the link in this example may include anchor text specifying the text or terms in the search query.

In some embodiments, the interactive results document produced in response to a visual query can include a plurality of links that correspond to results from the same search system. For example, a visual query may be an image or picture of a group of people. The interactive results document may include bounding boxes around each person, which when activated returns results from the facial recognition search system for each face in the group. For some visual queries, a plurality of links in the interactive results document corresponds to search results from more than one search system (310). For example, if a picture of a person and a dog was submitted as the visual query, bounding boxes in the interactive results document may outline the person and the dog separately. When the person (in the interactive results document) is selected, search results from the facial recognition search system are returned, and when the dog (in the interactive results document) is selected, results from the image-to-terms search system are returned. For some visual queries, the interactive results document contains an OCR result and an image match result (312). For example, if a picture of a person standing next to a sign were submitted as a visual query, the interactive results document may include visual identifiers for the person and for the text in the sign. Similarly, if a scan of a magazine was used as the visual query, the interactive results document may include visual identifiers for photographs or trademarks in advertisements on the page as well as a visual identifier for the text of an article also on that page.

After the interactive results document has been created, it is sent to the client system (314). In some embodiments, the interactive results document (e.g., document 1200, FIG. 15) is sent in conjunction with a list of search results from one or more parallel search systems, as discussed above with reference to FIG. 2. In some embodiments, the interactive results document is displayed at the client system above or otherwise adjacent to a list of search results from one or more parallel search systems (315) as shown in FIG. 15.

Optionally, the user will interact with the results document by selecting a visual identifier in the results document. The server system receives from the client system information regarding the user selection of a visual identifier in the interactive results document (316). As discussed above, in some embodiments, the link is activated by selecting an activation region inside a bounding box. In other embodiments, the link is activated by a user selection of a visual identifier of a sub-portion of the visual query, which is not a bounding box. In some embodiments, the linked visual identifier is a hot button, a label located near the sub-portion, an underlined word in text, or other representation of an object or subject in the visual query.

In embodiments where the search results list is presented with the interactive results document (315), when the user selects a user selectable link (316), the search result in the search results list corresponding to the selected link is identified. In some embodiments, the cursor will jump or automatically move to the first result corresponding to the selected link. In some embodiments in which the display of the client 102 is too small to display both the interactive results document and the entire search results list, selecting a link in the interactive results document causes the search results list to scroll or jump so as to display at least a first result corresponding to the selected link. In some other embodiments, in response to user selection of a link in the interactive results document, the results list is reordered such that the first result corresponding to the link is displayed at the top of the results list.

In some embodiments, when the user selects the user selectable link (316) the visual query server system sends at least a subset of the results, related to a corresponding sub-portion of the visual query, to the client for display to the user (318). In some embodiments, the user can select multiple visual identifiers concurrently and will receive a subset of results for all of the selected visual identifiers at the same time. In other embodiments, searches results corresponding to the user selectable links are preloaded onto the client prior to user selection of any of the user selectable links so as provide search results to the user virtually instantaneously in response to user selection of one or more links in the interactive results document.

FIG. 4 is a flow diagram illustrating the communications between a client and a visual query server system. The client 102 receives a visual query from a user/queryer (402). In some embodiments, visual queries can only be accepted from users who have signed up for or “opted in” to the visual query system. In some embodiments, searches for facial recognition matches are only performed for users who have signed up for the facial recognition visual query system, while other types of visual queries are performed for anyone regardless of whether they have “opted in” to the facial recognition portion.

As explained above, the format of the visual query can take many forms. The visual query will likely contain one or more subjects located in sub-portions of the visual query document. For some visual queries, the client system 102 performs type recognition pre-processing on the visual query (404). In some embodiments, the client system 102 searches for particular recognizable patterns in this pre-processing system. For example, for some visual queries the client may recognize colors. For some visual queries the client may recognize that a particular sub-portion is likely to contain text (because that area is made up of small dark characters surrounded by light space etc.) The client may contain any number of pre-processing type recognizers, or type recognition modules. In some embodiments, the client will have a type recognition module (barcode recognition module 406) for recognizing bar codes. It may do so by recognizing the distinctive striped pattern in a rectangular area. In some embodiments, the client will have a type recognition module (face detection module 408) for recognizing that a particular subject or sub-portion of the visual query is likely to contain a face.

In some embodiments, the recognized “type” is returned to the client for verification. For example, the client system 102 may return a message stating “a bar code has been found in your visual query, are you interested in receiving bar code query results?” In some embodiments, the message may even indicate the sub-portion of the visual query where the type has been found. In some embodiments, this presentation is similar to the interactive results document discussed with reference to FIG. 3. For example, it may outline a sub-portion of the visual query and indicate that the sub-portion is likely to contain a face, and ask the user if they are interested in receiving facial recognition results.

After the client 102 performs the optional pre-processing of the visual query, the client sends the visual query to the visual query server system 106, specifically to the front end visual query processing server 110. In some embodiments, if pre-processing produced relevant results, i.e., if one of the
type recognition modules produced results above a certain threshold, indicating that the query or a sub-portion of the query is likely to be of a particular type (face, text, barcode etc.), the client will pass along information regarding the results of the pre-processing. For example, the client may indicate that the face recognition module is 75% sure that a particular sub-portion of the visual query contains a face. More generally, the pre-processing results, if any, include one or more subject type values (e.g., barcode, face, text, etc.). Optionally, the pre-processing results sent to the visual query server system include one or more of: for each subject type value in the pre-processing results, information identifying a sub-portion of the visual query corresponding to the subject type value, and for each subject type value in the pre-processing results, a confidence value indicating a level of confidence in the subject type value and/or the identification of a corresponding sub-portion of the visual query.

The front end server 110 receives the visual query from the client system (202). The visual query received may contain the pre-processing information discussed above. As described above, the front end server sends the visual query to a plurality of parallel search systems (210). If the front end server 110 received pre-processing information regarding the likelihood that a sub-portion contained a subject of a certain type, the front end server may pass this information along to one or more of the parallel search systems. For example, it may pass on the information that a particular sub-portion is likely to be a face so that the facial recognition search system 112-A can process that sub-portion of the visual query first. Similarly, sending the same information (that a particular sub-portion is likely to be a face) may be used by the other parallel search systems to ignore that sub-portion or analyze other sub-portions first. In some embodiments, the front end server will not pass on the pre-processing information to the parallel search systems, but will instead use this information to augment the way in which it processes the results received from the parallel search systems.

As explained with reference to FIG. 2, for at some visual queries, the front end server 110 receives a plurality of search results from the parallel search systems (214). The front end server may then perform a variety of ranking and filtering, and may create an interactive search result document as explained with reference to FIGS. 2 and 3. If the front end server 110 received pre-processing information regarding the likelihood that a sub-portion contained a subject of a certain type, it may filter and order by giving preference to those results that match the pre-processed recognized subject type. If the user indicated that a particular type of result was requested, the front end server will take the user’s requests into account when processing the results. For example, the front end server may filter out all other results if the user only requested barcode information, or the front end server will list all results pertaining to the requested type prior to listing the other results. If an interactive visual query document is returned, the server may pre-search the links associated with the type of result the user indicated interest in, while only providing links for performing related searches for the other subjects indicated in the interactive results document. Then the front end server 110 sends the search results to the client system (226).

The client 102 receives the results from the server system (412). When applicable, these results will include the results that match the type of result found in the pre-processing stage. For example, in some embodiments they will include one or more barcode results (414) or one or more facial recognition results (416). If the client’s pre-processing modules had indicated that a particular type of result was likely, and that result was found, the found results of that type will be listed prominently.

Optionally the user will select or annotate one or more of the results (418). The user may select one search result, may select a particular type of search result, and/or may select a portion of an interactive results document (420). Selection of a result is implicit feedback that the returned result was relevant to the query. Such feedback information can be utilized in future query processing operations. An annotation provides explicit feedback about the returned result that can also be utilized in future query processing operations. Annotating the text form of corrections of portions of the returned result (like a correction to a mis-OCRed word) or a separate annotation (either free form or structured.)

The user’s selection of one search result, generally selecting the “correct” result from several of the same type (e.g., choosing the correct result from a facial recognition server), is a process that is referred to as a selection among interpretations. The user’s selection of a particular type of search result, generally selecting the result “type” of interest from several different types of returned results (e.g., choosing the OCR text of an article in a magazine rather than the visual results for the advertisements also on the same page), is a process that is referred to as disambiguation of intent. A user may similarly select particular linked words (such as recognized named entities) in an OCR document as explained in detail with reference to FIG. 8.

The user may alternatively or additionally wish to annotate particular search results. This annotation may be done in a freeform style or in a structured format (422). The annotations may be descriptions of the result or may be reviews of the result. For example, they may indicate the name of subject(s) in the result, or they could indicate “this is a good book” or “this product broke within a year of purchase.” Another example of an annotation is a user-drawn bounding box around a sub-portion of the visual query and user-provided text identifying the object or subject inside the bounding box. User annotations are explained in more detail with reference to FIG. 5.

The user selections of search results and other annotations are sent to the server system (424). The front end server 110 receives the selections and annotations and further processes them (426). If the information was a selection of an object, sub-region or term in an interactive results document, further information regarding that selection may be requested, as appropriate. For example, if the selection was of one visual result, more information about that visual result would be requested. If the selection was a word (either from the OCR server or from the Image-to-Terms server) a textual search of that word would be sent to the term query server system 118. If the selection was of a person from a facial image recognition search system, that person’s profile would be requested.

If the selection was for a particular portion of an interactive search result document, the underlying visual query results would be requested.

If the server system receives an annotation, the annotation is stored in a query and annotation database 116, explained with reference to FIG. 5. Then the information from the annotation database 116 is periodically copied to individual annotation databases for one or more of the parallel server systems, as discussed below with reference to FIGS. 7-10.

FIG. 5 is a block diagram illustrating a client system 102 in accordance with one embodiment of the present invention. The client system 102 typically includes one or more processing units (CPU’s) 702, one or more network or other communications interfaces 704, memory 712, and one or more com-
The client system 102 includes a user interface 705. The user interface 705 includes a display device 706 and optionally includes an input means such as a keyboard, mouse, or other input buttons 708. Alternatively or in addition the display device 706 includes a touch sensitive surface 709, in which case the display 706/709 is a touch sensitive display, in client systems that have a touch sensitive display 706/709, a physical keyboard is optional (e.g., a soft keyboard may be displayed when keyboard entry is needed). Furthermore, some client systems use a microphone and voice recognition to supplement or replace the keyboard. Optionally, the client system 102 includes a GPS (global positioning satellite) receiver, or other location detection apparatus 707 for determining the location of the client system 102. In some embodiments, visual query search services are provided that require the client system 102 to provide the visual query server system to receive location information indicating the location of the client system 102. The client system 102 also includes an image capture device 710 such as a camera or scanner. Memory 712 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 712 may optionally include one or more storage devices remotely located from the CPU(s) 702. Memory 712, or alternatively the non-volatile memory device(s) within memory 712, comprises a non-transitory computer readable storage medium. In some embodiments, memory 712 or the computer readable storage medium of memory 712 stores the following programs, modules and data structures, or a subset thereof:

- an operating system 716 that includes procedures for handling various basic system services and for performing hardware dependent tasks;
- a network communication module 718 that is used for connecting the client system 102 to other computers via the one or more communication network interfaces 704 (wired or wireless) and one or more communication networks, such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;
- an image capture module 720 for processing a respective image captured by the image capture device/camera 710, where the respective image may be sent (e.g., by a client application module) as a visual query to the visual query server system;
- one or more data collection modules 722 for handling various aspects of querying by image, including but not limited to: a query-by-image submission module 724 for submitting visual queries to the visual query server system; optionally a region of interest selection module 725 that detects a selection (such as a gesture on the touch sensitive display 706/709) of a region of interest in an image and prepares data of interest as a visual query; a results browser 726 for displaying the results of the visual query; and optionally an annotation module 728 with optional modules for structured annotation text entry 730 such as filling in a form or for freeform annotation text entry 732, which can accept annotations from a variety of formats, and an image region selection module 734 (sometimes referred to herein as a result selection module) which allows a user to select a particular sub-portions of an image for annotation;
- an optional content authoring application(s) 736 that allow a user to author a visual query by creating or editing an image rather than just capturing one via the image capture device 710; optionally, one or such applications 736 may include instructions that enable a user to select a sub-portions of an image for use as a visual query; an optional local image analysis module 738 that pre-processes the visual query before sending it to the visual query server system. The local image analysis may recognize particular types of images, or sub-regions within an image. Examples of image types that may be recognized by such modules 738 include one or more of: facial type (facial image recognized within visual query), bar code type (bar code recognized within visual query), and text type (text recognized within visual query); and additional optional client applications 740 such as an email application, a phone application, a mapping application, instant messaging application, social networking application etc. In some embodiments, the application corresponding to an appropriate actionable search result can be launched or accessed when the actionable search result is selected.

Optionally, the image region selection module 734 which allows a user to select a particular sub-portions of an image for annotation, also allows the user to choose a search result as a “correct” hit without necessarily further annotating it. For example, the user may be presented with a top N number of facial recognition matches and may choose the correct person from that results list. For some image queries, more than one type of result will be presented, and the user will choose a type of result. For example, the image query may include a person standing next to a tree, but only the results regarding the person is of interest to the user. Therefore, the image selection module 734 allows the user to indicate which type of image is the “correct” type—i.e., the type he is interested in receiving. The user may also wish to annotate the search result by adding personal comments or descriptive words using either the annotation text entry module 730 (for filling in a form) or freeform annotation text entry module 732.

In some embodiments, the optional local image analysis module 738 is a portion of the client application (108, FIG. 1). Furthermore, in some embodiments the optional local image analysis module 738 includes one or more programs to perform local image analysis to pre-process or categorize the visual query or a portion thereof. For example, the client application 722 may recognize that the image contains a bar code, a face, or text, prior to submitting the visual query to a search engine. In some embodiments, when the local image analysis module 738 detects that the visual query contains a particular type of image, the module asks the user if they are interested in a corresponding type of search result. For example, the local image analysis module 738 may detect a face based on its general characteristics (i.e., without determining which person’s face) and provides immediate feedback to the user prior to sending the query on to the visual query server system. It may return a result like, “A face has been detected, are you interested in getting facial recognition matches for this face?” This may save time for the visual query server system (106, FIG. 1). For some visual queries, the front end visual query processing server (110, FIG. 1) only sends the visual query to the search system 112 corresponding to the type of image recognized by the local image analysis module 738. In other embodiments, the visual query to the search system 112 may send the visual query to all of the search systems 112A-N, but will rank results from the search system 112 corresponding to the type of image recognized by the local image analysis module 738. In some
embodiments, the manner in which local image analysis impacts on operation of the visual query server system depends on the configuration of the client system, or configuration or processing parameters associated with either the user or the client system. Furthermore, the actual content of any particular visual query and the results produced by the local image analysis may cause different visual queries to be handled differently at either or both the client system and the visual query server system.

In some embodiments, bar code recognition is performed in two steps, with analysis of whether the visual query includes a barcode performed on the client system at the local image analysis module 738. Then the visual query is passed to a barcode search system only if the client determines the visual query is likely to include a barcode. In other embodiments, the barcode search system processes every visual query.

Optionally, the client system 102 includes additional client applications 740.

FIG. 6 is a block diagram illustrating a front end visual query processing server system 110 in accordance with one embodiment of the present invention. The front end server 110 typically includes one or more processing units (CPU's) 802, one or more network or other communications interfaces 804, memory 812, and one or more communication busses 814 for interconnecting these components. Memory 812 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 812 may optionally include one or more storage devices remotely located from the CPU(s) 802. Memory 812, or alternately the non-volatile memory device(s) within memory 812, comprises a non-transitory computer readable storage medium. In some embodiments, memory 812 or the computer readable storage medium of memory 812 stores the following programs, modules and data structures, or a subset thereof:

an operating system 816 that includes procedures for handling various basic system services and for performing hardware dependent tasks;
a network communication module 818 that is used for connecting the front end server system 110 to other computers via the one or more communication network interfaces 804 (wired or wireless) and one or more communication networks, such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;
a query manager 820 for handling the incoming visual queries from the client system 102 and sending them to two or more parallel search systems; as described elsewhere in this document, in some special situations a visual query may be directed to just one of the search systems, such as when the visual query includes an NDTL-generated instruction (e.g., “rarecolor recognition search only”);
a results filtering module 822 for optionally filtering the results from the one or more parallel search systems and sending the top or “relevant” results to the client system 102 for presentation;
a results ranking and formatting module 824 for optionally ranking the results from the one or more parallel search systems and for formatting the results for presentation;
a results document creation module 826, is used when appropriate, to create an interactive search results document; module 826 may include sub-modules, including

but not limited to a bounding box creation module 828 and a link creation module 830;
a label creation module 831 for creating labels that are visual identifiers of respective sub-portions of a visual query;
an annotation module 832 for receiving annotations from a user and sending them to an annotation database 116; an actionable search results module 838 for generating, in response to a visual query, one or more actionable search result elements, each configured to launch a client-side action; examples of actionable search result elements are buttons to initiate a telephone call, to initiate email message, to map an address, to make a restaurant reservation, and to provide an option to purchase a product; and

a query and annotation database 116 which comprises the database itself 834 and an index to the database 836.

The results ranking and formatting module 824 ranks the results returned from the one or more parallel search systems (112-A-112-N, FIG. 1). As already noted above, for some visual queries, only the results from one search system may be relevant. In such an instance, only the relevant search results from that one search system are ranked. For some visual queries, several types of search results may be relevant. In these instances, in some embodiments, the results ranking and formatting module 824 ranks all of the results from the search system having the most relevant result (e.g., the result with the highest relevance score) above the results for the less relevant search systems. In other embodiments, the results ranking and formatting module 824 ranks a top result from each relevant search system above the remaining results. In some embodiments, the results ranking and formatting module 824 ranks the results in accordance with a relevance score computed for each of the search results. For some visual queries, augmented textual queries are performed in addition to the searching on parallel visual search systems. In some embodiments, when textual queries are also performed, their results are presented in a manner visually distinctive from the visual search system results.

The results ranking and formatting module 824 also formats the results. In some embodiments, the results are presented in a list format. In some embodiments, the results are presented by means of an interactive results document. In some embodiments, both an interactive results document and a list of results are presented. In some embodiments, the type of query dictates how the results are presented. For example, if more than one searchable subject is detected in the visual query, then an interactive results document is produced, while if only one searchable subject is detected the results will be displayed in list format only.

The results document creation module 826 is used to create an interactive search results document. The interactive search results document may have one or more detected and searched subjects. The bounding box creation module 828 creates a bounding box around one or more of the searched subjects. The bounding boxes may be rectangular boxes, or may outline the shape(s) of the subject(s). The link creation module 830 creates links to search results associated with their respective subject in the interactive search results document. In some embodiments, clicking within the bounding box area activates the corresponding link inserted by the link creation module.

The query and annotation database 116 contains information that can be used to improve visual query results. In some embodiments, the user may annotate the image after the visual query results have been presented. Furthermore, in some embodiments the user may annotate the image before
sending it to the visual query search system. Pre-annotation may help the visual query processing by focusing the results, or running text based searches on the annotated words in parallel with the visual query searches. In some embodiments, annotated versions of a picture can be made public (e.g., when the user has given permission for publication, for example by designating the image and annotation(s) as not private), so as to be returned as a potential image match hit. For example, if a user takes a picture of a flower and annotates the image by giving detailed genus and species information about that flower, the user may want that image to be presented to anyone who performs a visual query research looking for that flower. In some embodiments, the information from the query and annotation database 116 is periodically pushed to the parallel search systems 112, which incorporate relevant portions of the information (if any) into their respective individual databases 114.

FIG. 7 is a block diagram illustrating one of the parallel search systems utilized to process a visual query. FIG. 7 illustrates a “generic” server system 112-N in accordance with one embodiment of the present invention. This server system is generic only in that it represents any one of the visual query search servers 112-N. The generic server system 112-N typically includes one or more processing units (CPU(s)) 502, one or more network or other communications interfaces 504, memory 512, and one or more communication buses 514 for interconnecting these components. Memory 512 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 512 may optionally include one or more storage devices remotely located from the CPU(s) 502. Memory 512, or alternatively the non-volatile memory device(s) within memory 512, comprises a non-transitory computer readable storage medium. In some embodiments, memory 512 or the computer readable storage medium of memory 512 stores the following programs, modules and data structures, or a subset thereof:

an operating system 516 that includes procedures for handling various basic system services and for performing hardware dependent tasks;

a network communication module 518 that is used for connecting the generic server system 112-N to other computers via the one or more communication network interfaces 504 (wired or wireless) and one or more communication networks, such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;

a search application 520 specific to the particular server system. It may for example be a bar code search application, a color recognition search application, a product recognition search application, an object-or-object category search application, or the like;

an optional index 522 if the particular search application utilizes an index;

an optional image database 524 for storing the images relevant to the particular search application, where the image data stored, if any, depends on the search process type;

an optional results ranking module 526 (sometimes called a relevance scoring module) for ranking the results from the search application, the ranking module may assign a relevancy score for each result from the search application, and if no results reach a pre-defined minimum score, may return a null or zero value score to the front end visual query processing server indicating that the results from this server system are not relevant; and

an annotation module 528 for receiving annotation information from an annotation database (116, FIG. 1) determining if any of the annotation information is relevant to the particular search application and incorporating any determined relevant portions of the annotation information into the respective annotation database 530.

FIG. 8 is a block diagram illustrating an OCR search system 112-B utilized to process a visual query in accordance with one embodiment of the present invention. The OCR search system 112-B typically includes one or more processing units (CPU’s) 602, one or more network or other communications interfaces 604, memory 612, and one or more communication buses 614 for interconnecting these components. Memory 612 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 612 may optionally include one or more storage devices remotely located from the CPU(s) 602. Memory 612, or alternatively the non-volatile memory device(s) within memory 612, comprises a non-transitory computer readable storage medium. In some embodiments, memory 612 or the computer readable storage medium of memory 612 stores the following programs, modules and data structures, or a subset thereof:

an operating system 616 that includes procedures for handling various basic system services and for performing hardware dependent tasks;

a network communication module 618 that is used for connecting the OCR search system 112-B to other computers via the one or more communication network interfaces 604 (wired or wireless) and one or more communication networks, such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;

an Optical Character Recognition (OCR) module 620 which tries to recognize text in the visual query, and converts the images of letters into characters;

an optional OCR database 114-B which is utilized by the OCR module 620 to recognize particular fonts, text patterns, and other characteristics unique to letter recognition;

an optional spell check module 622 which improves the conversion of images of letters into characters by checking the converted words against a dictionary and replacing potentially mis-converted letters in words that otherwise match a dictionary;

an optional named entity recognition module 624 which searches for named entities within the converted text, sends the recognized named entities as terms in a term query to the term query server system (118, FIG. 1), and provides the results from the term query server system as links embedded in the OCRed text associated with the recognized named entities;

an optional text match application 632 which improves the conversion of images of letters into characters by checking converted segments (such as converted sentences and paragraphs) against a database of text segments and replacing potentially mis-converted letters in OCRed text segments that otherwise match a text match application text segment, in some embodiments the text segment found by the text match application is provided as a link to the user (for example, if the user scanned one
a results ranking and formatting module 626 for formatting
5 the OCR results for presentation and formatting
optional links to named entities, and also optionally
ranking any related results from the text match application;
and
an optional annotation module 628 for receiving annotation
information from an annotation database (116, FIG. 1)
determining if any of the annotation information is
relevant to the OCR search system and incorporating
any determined relevant portions of the annotation
information into the respective annotation database 630.

FIG. 9 is a block diagram illustrating a facial recognition
search system 112-A utilized to process a visual query in
accordance with one embodiment of the present invention.
The facial recognition search system 112-A typically
includes one or more processing units (CPU’s) 902, one or
more network or other communications interfaces 904,
memory 912, and one or more communication buses 914 for
interconnecting these components. Memory 912 includes
high-speed random access memory, such as DRAM, SRAM,
DDR RAM or other random access solid state memory
devices; and may include non-volatile memory, such as one or
more magnetic disk storage devices, optical disk storage
devices, flash memory devices, or other non-volatile solid
state storage devices. Memory 912 may optionally include
one or more storage devices remotely located from the
CPU(s) 902. Memory 912, or alternately the non-volatile
memory device(s) within memory 912, comprises a non-
transitory computer readable storage medium. In some
embodiments, memory 912 or the computer readable storage
medium of memory 912 stores the following programs, mod-
ules and data structures, or a subset thereof:

an operating system 916 that includes procedures for han-
dling various basic system services and for performing
hardware dependent tasks;
a network communication module 918 that is used for
connecting the facial recognition search system 112-A
to other computers via the one or more communication
network interfaces 904 (wired or wireless) and one or
more communication networks, such as the Internet,
other wide area networks, local area networks, metropo-

ilitan area networks, and so on;
a facial recognition search application 920 for searching
for facial images matching the face(s) presented in the
visual query in a facial image database 114-A and
searches the social network database 922 for infor-
mation regarding each match found in the facial image
database 114-A.

a facial image database 114-A for storing one or more
facial images for a plurality of users; optionally, the
facial image database includes facial images for people
other than users, such as family members and others
known by users and who have been identified as being
present in images included in the facial image database
114-A; optionally, the facial image database includes
facial images obtained from external sources, such as
vendors of facial images that are legally in the public
domain;
or
an optional social network database 922 which contains
information regarding users of the social network such
as name, address, occupation, group memberships,
social network connections, current GPS location of
mobile device; share preferences, interests, age, home-
town, personal statistics, work information, etc. as dis-
cussed in more detail with reference to FIG. 12A;

a results ranking and formatting module 924 for ranking
(e.g., assigning a relevance and/or match quality score
to the potential facial matches from the facial image
database 114-A and formatting the results for presenta-
tion; in some embodiments, the ranking or scoring of
results utilizes related information retrieved from the
aforementioned social network database; in some
embodiments, the search formatted results include the
potential image matches as well as a subset of informa-
tion from the social network database; and
an annotation module 926 for receiving annotation infor-
mation from an annotation database (116, FIG. 1) deter-
mining if any of the annotation information is relevant
to the facial recognition search system and storing any
determined relevant portions of the annotation infor-
mation into the respective annotation database 928.

FIG. 10 is a block diagram illustrating an image-to-terms
search system 112-C utilized to process a visual query in
accordance with one embodiment of the present invention. In
some embodiments, the image-to-terms search system recog-
izes objects (instance recognition) in the visual query. In
other embodiments, the image-to-terms search system recog-
izes object categories (type recognition) in the visual query.
In some embodiments, the image to terms system recognizes
both objects and object-categories. The image-to-terms
search system returns potential term matches for images in
the visual query. The image-to-terms search system 112-C
typically includes one or more processing units (CPU’s)
1002, one or more network or other communications inter-
faces 1004, memory 1012, and one or more communication
buses 1014 for interconnecting these components. Memory
1012 includes high-speed random access memory, such as
DRAM, SRAM, DDR RAM or other random access solid
state memory devices; and may include non-volatile memory,
such as one or more magnetic disk storage devices, optical
disk storage devices, flash memory devices, or other non-
volatile solid state storage devices. Memory 1012 may
optionally include one or more storage devices remotely
located from the CPU(s) 1002. Memory 1012, or alternately
the non-volatile memory device(s) within memory 1012,
comprises a non-transitory computer readable storage
medium. In some embodiments, memory 1012 or the com-
puter readable storage medium of memory 1012 stores the
following programs, modules and data structures, or a subset
thereof:
an operating system 1016 that includes procedures for han-
dling various basic system services and for perform-
ing hardware dependent tasks;
a network communication module 1018 that is used for
connecting the image-to-terms search system 112-C to
other computers via the one or more communication
network interfaces 1004 (wired or wireless) and one or
more communication networks, such as the Internet,
other wide area networks, local area networks, meta-
ropolitan area networks, and so on;
a image-to-terms search application 1020 that searches for
images matching the subject or subjects in the visual
query in the image search database 114-C;
an image search database 114-C which can be searched by
the search application 1020 to find images similar to the
subject(s) of the visual query;
a terms-to-image inverse index 1022, which stores the tex-
tual terms used by users when searching for images
using a text based query search engine 1006,
a results ranking and formatting module 1024 for ranking the potential image matches and/or ranking terms associated with the potential image matches identified in the terms-to-image inverse index 1022; and

an annotation module 1026 for receiving annotation information from an annotation database (116, FIG. 1) determining if any of the annotation information is relevant to the image-to-terms search system 112-C and storing any determined relevant portions of the annotation information into the respective annotation database 1028.

FIGS. 5-10 are intended more as functional descriptions of the various features which may be present in a set of computer systems than as a structural schematic of the embodiments described herein. In practice, and as recognized by those of ordinary skill in the art, items shown separately could be combined and some items could be separated. For example, some items shown separately in these figures could be implemented on single servers and single items could be implemented by one or more servers. The actual number of systems used to implement visual query processing and how features are allocated among them will vary from one implementation to another.

Each of the methods described herein may be governed by instructions that are stored in a non-transitory computer readable storage medium and that are executed by one or more processors of one or more servers or clients. The above identified modules or programs (i.e., sets of instructions) need not be implemented as separate software programs, procedures or modules, and thus various subsets of these modules may be combined or otherwise re-arranged in various embodiments. Each of the operations shown in FIGS. 5-10 may correspond to instructions stored in a computer memory or non-transitory computer readable storage medium.

FIG. 11 illustrates a client system 102 with a screen shot of an exemplary visual query 1102. The client system 102 shown in FIG. 11 is a mobile device such as a cellular telephone, portable music player, or portable emailing device. The client system 102 includes a display 706 and one or more input means 708 such as buttons shown in this figure. In some embodiments, the display 706 is a touch sensitive display 709. In embodiments having a touch sensitive display 709, soft buttons displayed on the display 709 may optionally replace some or all of the electromechanical buttons 708. Touch sensitive displays are also helpful in interacting with the visual query results as explained in more detail below. The client system 102 also includes an image capture mechanism such as a camera 710.

FIG. 11 illustrates a visual query 1102 which is a photograph or video frame of a package on a shelf of a store. In the embodiments described here, the visual query is a two-dimensional image having a resolution corresponding to the size of the visual query in pixels in each of two dimensions. The visual query 1102 in this example is a two dimensional image of three dimensional objects. The visual query 1102 includes background elements, a product package 1104, and a variety of types of elements on the package including an image of a person 1106, an image of a trademark 1108, an image of a product 1110, and a variety of textual elements 1112.

As explained with reference to FIG. 3, the visual query 1102 is sent to the front end server 110, which sends the visual query 1102 to a plurality of parallel search systems (112A-N), receives the results and creates an interactive results document.

FIGS. 12A and 12B each illustrate a client system 102 with a screen shot of an embodiment of an interactive results document 1200. The interactive results document 1200 includes one or more visual identifiers 1202 of respective sub-portions of the visual query 1102, which each include a user selectable link to a subset of search results. FIGS. 12A and 12B illustrate an interactive results document 1200 with visual identifiers that are bounding boxes 1202 (e.g., bounding boxes 1202-1, 1202-2, 1202-3). In the embodiments shown in FIGS. 12A and 12B, the user activates the display of the search results corresponding to a particular sub-portion by tapping on the activation region inside the space outlined by its bounding box 1202. For example, the user would activate the search results corresponding to the image of the person, by tapping on a bounding box 1306 (FIG. 13) surrounding the image of the person. In other embodiments, the selectable link is selected using a mouse or keyboard rather than a touch sensitive display. In some embodiments, the first corresponding search result is displayed when a user previews a bounding box 1202 (i.e., when the user single clicks, taps once, or hovers a pointer over the bounding box). The user activates the display of a plurality of corresponding search results when the user selects the bounding box (i.e., when the user double clicks, taps twice, or uses another mechanism to indicate selection.)

In FIGS. 12A and 12B the visual identifiers are bounding boxes 1202 surrounding sub-portions of the visual query. FIG. 12A illustrates bounding boxes 1202 that are square or rectangular. FIG. 12B illustrates a bounding box 1202 that outlines the boundary of an identifiable entity in the subportion of the visual query, such as the bounding box 1202-3 for a drink bottle. In some embodiments, a respective bounding box 1202 includes smaller bounding boxes 1202 within it. For example, in FIGS. 12A and 12B, the bounding box identifying the package 1202-1 surrounds the bounding box identifying the trademark 1202-2 and all of the other bounding boxes 1202. In some embodiments that include text, also include active hot links 1204 for some of the textual terms.

FIG. 12B shows an example where “Active Drink” and “United States” are displayed as hot links 1204. The search results corresponding to these terms are the results received from the term query server system 118, whereas the results corresponding to the bounding boxes are results from the query by image search systems.

FIG. 13 illustrates a client system 102 with a screen shot of an interactive results document 1200 that is coded by type of recognized entity in the visual query. The visual query of FIG. 11 contains an image of a person 1106, an image of a trademark 1108, an image of a product 1110, and a variety of textual elements 1112. As such the interactive results document 1200 displayed in FIG. 13 includes bounding boxes 1202 around a person 1306, a trademark 1308, a product 1310, and the two textual areas 1312. The bounding boxes of FIG. 13 are each presented with separate cross-hatching which represents differently colored transparent bounding boxes 1202. In some embodiments, the visual identifiers of the bounding boxes (and/or labels or other visual identifiers in the interactive results document 1200) are formatted for presentation in visually distinctive manners such as overlay color, overlay pattern, label background color, label background pattern, label font color, and bounding box border color. The type coding for particular recognized entities is shown with respect to bounding boxes in FIG. 13, but coding by type can also be applied to visual identifiers that are labels.

FIG. 14 illustrates a client device 102 with a screen shot of an interactive results document 1200 with labels 1402 being the visual identifiers of respective sub-portions of the visual query 1102 of FIG. 11. The label visual identifiers 1402 each include a user selectable link to a subset of corresponding search results. In some embodiments, the selectable link is identified by descriptive text displayed within the area of the
Some embodiments include a plurality of links within one label 1402. For example, in FIG. 14, the label 1402 hovering over the image of a woman drinking includes a link to facial recognition results for the woman and a link to image recognition results for that particular picture (e.g., images of other products or advertisements using the same picture.)

In FIG. 14, the labels 1402 are displayed as partially transparent areas with text that are located over their respective sub-portions of the interactive results document. In other embodiments, a respective label is positioned near but not located over its respective sub-portion of the interactive results document. In some embodiments, the labels are coded by type in the same manner as discussed with reference to FIG. 13. In some embodiments, the user activates the display of the search results corresponding to a particular sub-portion corresponding to a label 1302 by tapping on the activation region inside the space outlined by the edges or periphery of the label 1302. The same previewing and selection functions discussed above with reference to the bounding boxes of FIGS. 12A and 12B also apply to the visual identifiers that are labels 1402.

FIG. 15 illustrates a screen shot of an interactive results document 1200 and the original visual query 1102 displayed concurrently with a results list 1500. In some embodiments, the interactive results document 1200 is displayed by itself as shown in FIGS. 12A and 12B. In other embodiments, the interactive results document 1200 is displayed concurrently with the original visual query as shown in FIG. 15. In some embodiments, the list of visual query results 1500 is concurrently displayed along with the original visual query 1102 and/or the interactive results document 1200. The type of client system and the amount of room on the display 706 may determine whether the list of results 1500 is displayed concurrently with the interactive results document 1200. In some embodiments, the client system 102 receives (in response to a visual query submitted to the visual query server system) both the list of results 1500 and the interactive results document 1200, but only displays the list of results 1500 when the user scrolls below the interactive results document 1200. In other embodiments, the client system 102 displays the results corresponding to a user selected visual identifier 1202/1402 without needing to query the server again because the list of results 1500 is received by the client system 102 in response to the visual query and then stored locally at the client system 102.

In some embodiments, the list of results 1500 is organized into categories 1502. Each category contains at least one result 1503. In some embodiments, the categories titles are highlighted to distinguish them from the results 1503. The categories 1502 are ordered according to their calculated category weight. In some embodiments, the category weight is a combination of the weights of the highest N results in that category. As such, the category that has likely produced more relevant results is displayed first. In embodiments where more than one category 1502 is returned for the same recognized entity (such as the facial image recognition match and the image match shown in FIG. 15) the category displayed first has a higher category weight.

As explained with respect to FIG. 3, in some embodiments, when a selectable link in the interactive results document 1200 is selected by a user of the client system 102, the cursor will automatically move to the appropriate category 1502 or to the first result 1503 in that category. Alternatively, when a selectable link in the interactive results document is selected by a user of the client system 102, the list of results 1500 is re-ordered such that the category or categories relevant to the selected link are displayed first. This is accomplished, for example, by either coding the selectable links with information identifying the corresponding search results, or by coding the search results to indicate the corresponding selectable links or to indicate the corresponding result categories.

In some embodiments, the categories of the search results correspond to the query-by-image search system that produce those search results. For example, in FIG. 15 some of the categories are product match 1506, logo match 1508, facial recognition match 1510, image match 1512. The original visual query 1102 and/or an interactive results document 1200 may be similarly displayed with a category title such as the query 1504. Similarly, results from any term search performed by the term query server may also be displayed as a separate category, such as web results 1514. In other embodiments, more than one entity in a visual query will produce results from the same query-by-image search system. For example, the visual query could include two different faces that would return separate results from the facial recognition search system. As such, in some embodiments, the categories 1502 are divided by recognized entity rather than by search system. In some embodiments, an image of the recognized entity is displayed in the recognized entity category header 1502 such that the results for that recognized entity are distinguishable from the results for another recognized entity, even though both results are produced by the same query by image search system. For example, in FIG. 15, the product match category 1506 includes two entity product entities and as such as such two entity categories 1502—a boxed product 1516 and a bottled product 1518, each of which have a plurality of corresponding search results 1503. In some embodiments, the categories may be divided by recognized entities and type of query-by-image system. For example, in FIG. 15, there are two separate entities that returned relevant results under the product match category product. In some embodiments, the results 1503 include thumbnail images. For example, as shown for the facial recognition match results in FIG. 15, small versions (also called thumbnail images) of the pictures of the facial matches for “Actress X” and “Social Network Friend Y” are displayed along with some textual description such as the name of the person in the image.

FIGS. 16A and 16B are flow diagrams illustrating the process for creating an actionable search result element. Each of the operations shown in FIGS. 16A and 16B may correspond to instructions stored in a computer memory or computer readable storage medium. Specifically, many of the operations correspond to instructions for the actionable search results module 838 of the front end search system 110 (FIG. 6).

As explained with respect to FIG. 2, the front end search system 110 receives a visual query 1200 (FIG. 12) from the client system (202). The search system sends the visual query to at least one search system that implements a visual query search process (1602). In some embodiments, the visual query will be sent to a plurality of search systems (210) each performing a distinctive visual query search process as described above with reference to FIG. 2. At least one result is received from the search system(s) (1604). In some embodiments, the results will include a communication address (1606). For example, when the visual query contains an image of several faces, the returned search results (from a facial recognition search system) may include one or more communication addresses, such as one or more of a phone number, email address, and physical address for one or more of the persons identified in the search results.

The front end search system identifies an entity in the visual query (1608). The entity may be identified based on a
portion of text in the visual query, as explained with reference to FIG. 17. The entity may be a bar code (or may be identified based on a bar code) as explained with reference to FIG. 18. The entity may be a product as explained with reference to FIG. 19. The entity may be a building as explained with reference to FIG. 21. The entity may be a business or organization (e.g., identified from an image of a building, or an image of a product made by the business or organization, etc.) as explained with reference to FIG. 22. The entity may be any of the following: a person, a name or other identifier associated with the person, a company, an organization, phone number, fax number, email address, postal address, IM address, URL, text, logo, building, group of buildings or physical structures, a postal address, a landmark, social networking contact, product, face, barcode, or image (1610).

When the entity is a textual entity, such as a name, phone number, or email address, an OCR process is used to identify the entity. When the entity is not a textual entity, identifying the entity is done using a non-OCR matching process (1612).

The front end search system identifies one or more client-side actions corresponding to the identified entity (1614). In some embodiments, when the identified entity can be associated with more than one client-side action, more than one client-side action is associated with the identified entity. For example, if the entity identified were a company, a variety of client-side actions such as initiating a phone call, emailing, or going to the company’s website are identified (assuming all of those client-side actions can be determined or identified by the search system). Types of identified entities, only one client-side action is associated with the identified entity. For example, if a fax number is the identified entity, faxing might be the only client-side action identified.

In some embodiments, the identified action is based on information identified in the one or more search results (1616). This is especially relevant when the original query does not include actionable information directly. For example, if the visual query 1200 were a bar code as shown in FIG. 18, the identified action would be based on information identified from the bar code match, such as product information or in the case of FIG. 18, personal information associated with the barcode on a personal ID.

The client-side action could be any of the following: initiating a call to a phone number, instant messaging, faxing, paging, emailing, contacting through a social network system, and communicating by another mechanism (1618). For example, if the identified entity is a phone number, the client-side action would be initiating a telephone call to the phone number. If the identified entity is an email address, the client-side action would be initiating composition of an email message to the email address.

When the entity identified in a visual query is a postal address, the client-side action can be any of a plurality of mapping related actions. In some embodiments, the mapping related actions include providing a map identifying the location of the postal address, providing driving directions to the postal address, providing driving directions from the postal address, providing an aerial photograph including the postal address, and/or providing a street view image corresponding to the postal address (1620).

In some embodiments, the client-side action is adding information to a contacts list (1622). For example, the client action could be adding to a contact list a name, an email address, a phone number, a fax number, a postal address, an instant messaging address, a company name, an organization name, a URL, and/or a social networking contact.

When the entity identified in a visual query is a product, property or other entity that can be purchased or reviewed, the client-side action can be one or more of: initiating purchasing or bidding on the product, property, or other entity; obtaining and/or displaying a review of the product, property of other entity; obtaining and/or displaying a list of similar products, properties or other entities; and obtaining and/or displaying a list of related products, properties or other entities (1624).

The front end search system creates an actionable search result element (1626). The actionable search result element is configured to launch an identified client-side action. For at least some visual queries, two or more actionable search result elements are created for the visual query being processed; each of the actionable search result elements is configured to launch a respective client-side action (1628).

 Optionally, the two or more actionable search result elements are configured to launch different client applications (1629), and to perform different client-side actions. Examples of different client applications are client applications for communicating via email, viewing webpages, and communicating by telephone. Since applications can also be executed within the context of web browsers, the different client applications may include applications like Gmail (trademark of Google Inc.), Google Calendar (trademark of Google Inc.), and Google Reader (trademark of Google Inc.), which are web-based applications that include client application code executed by a virtual machine in the context of a browser application.

In some embodiments, actionable search result elements are made for just a subset of the identified client-side actions when predefined conditions exit (e.g., when the number of identified client-side actions exceeds a threshold or predefined maximum). In these instances, the client-side actions selected for corresponding actionable search result elements are those calculated to be of the most likely interest to the user. In some instances, the capabilities of the client device are used in deciding what actionable search result elements to send to the client device. For example, if the client device does not include a phone application, an actionable search result element for initiating a phone call would not be sent to the client device, or would not be chosen as a preferred actionable search result element. In some embodiments, potential actionable search result elements are scored based on one or more factors, such as: relevancy, popularity, relation to the focus of the visual query, previous user patterns of use, and other user patterns of use. The top N potential actionable search results are then displayed based on screen space allotted to actionable search results.

In some embodiments, the actionable search results are displayed as buttons on the user interface (1630). In this document, a “button” is a discrete user interface element which may or may not include an display element that looks like a button.

The front end search system sends the one or more actionable search result elements to the client system for display (1632). Optionally, several of the actionable search result elements are sent to the client system. In some embodiments, in addition to the actionable search result element, at least one search result is also sent to the client system (1634). In some embodiments, the actionable search result elements are distinct from the search results. In some embodiments, they are configured to be displayed in separate portions of the display device. In some embodiments, some of the actionable search result elements are embedded in the search result display as links.

In some embodiments, the actionable search result elements are configured to be displayed over a portion of the visual query (1636). For example, in some embodiments the sending includes sending to the client system a representation
of the visual query with the actionable search result element overlaying at least a portion of the representation of the visual query. In other embodiments, the sending includes sending to the client system information for visually presenting the actionable search result element overlaying at least a portion of the visual query.

In some embodiments, in addition to creating actionable search result elements, other actionable elements are created and sent to the client system (1638). These actionable elements are separate from the search result elements because the actions are not related to particular search results. For example, an actionable element might include one or more options to share or upload the visual query and/or search results, review the user's visual query history, and/or launch a new search (1640).

Now that the process for creating an actionable search result element has been described with reference to FIGS. 16A and 16B, particular examples will now be discussed.

In some embodiments, the identified entity is a person having one or more associated identifiers. For example, identifiers can be one or more of: the name of the person, a facial image of the person, an identification number associated with the person, a phone number associated with the person, a fax number associated with the person, a social networking identifier associated with the person, and an email address associated with the person. When the identified entity is an entity other than a person, such as a business, organization, association, or other entity, the entity has one or more associated identifiers, such as one or more of: an image, identification number, logo, phone number, fax number, email address, and physical address. In these embodiments, the plurality of search results may include a communication address associated with the person/entity that is different from the identifier of the person/entity. For example, if the identifier is the name of a person, the search results might include one or more of: a phone number, an email address and instant messaging address associated with the person. As such, the actionable search result elements are configured to launch a communication using the communication address from the search results (as well as any communication address identified in the original query). This same concept applies to entities other than individuals and the identifiers of individuals.

In some embodiments, the client is configured to identify an entity that exists directly in the visual query in a manner similar to that discussed above for the server. Then the client identifies one or more actions corresponding to identified entity and creates the corresponding the actionable search result elements. In this embodiment, the client side created actionable search result elements can be augmented by the actionable search result elements identified by the server, such as those that indirectly correspond to an identified entity in the visual query.

Example illustrations of the queries and their associated actionable search results will be discussed below for illustration purposes. The search queries and their results in these examples are not representative of all possible queries and actionable search results, but are shown to enhance the general description provided above with reference to FIGS. 16A and 16B.

FIG. 17 illustrates a client system display of an embodiment of a results list 1500 and a plurality of actionable search result elements 1700 returned for a visual query 1200 that includes an image of a business card. The visual query 1200 in this embodiment is a photograph of a business card that includes a variety of elements. In this example, the visual query 1200 of the business card was sent to the search system, which identified the following entities in the visual query: the name of an individual 1702, a logo 1704, a postal address 1706, a phone number 1708, and a website address 1710. The search system returned a search results list 1500 and actionable search result elements 1700 along with the visual query 1200 and other elements. Some of the actionable search result elements 1700 correspond to entities that the search system found directly in the business card by using an OCR process. These include the call button actionable search result 1712, which is a button for initiating a telephone call to the identified phone number 1708, a map button actionable search result 1716 which is a button for mapping the identified address 1706, and a URL button actionable search result 1718 which is a button for viewing the identified website 1710.

Some of the actionable search results 1700 in FIG. 17 are configured to launch client-side actions that indirectly correspond to an identified entity (or an identifier associated with an identified entity) in the visual query. For example, the email button actionable search result 1714, initiates the composition of an email message even though the email address was not included in the text on the business card in the visual query. Address information needed to launch a client-side action that indirectly corresponds to an identified entity is acquired from a search result associated with the visual query. For example, the email address was acquired from search result information associated with the name Bob Every, because no email address was listed on the business card. (The name “Bob Every” is an identifier associated with a person, “Bob Every.”) In other words, the identified client-side action (emailing) corresponds to the identified entity “Bob Every,” and the email address was a part of the information identified in the search results for the visual query (the business card). Similarly, the “send social networking message—Bob” actionable search result button 1722 is for initiating the composition of a social networking message to Bob’s social network account, which is also not listed on his business card. Thus, the “send social networking message—Bob” actionable search result button is another actionable search result configured to launch a client-side action corresponding indirectly to an identified entity in the visual query.

The “add Bob Every to contacts” actionable search result button 1720 is for adding some of the identified information to a contacts list. The information that can be added is the information retrieved directly from the visual query (such as name, postal address, phone number, website on the business card) and additional search result information corresponding to an identified entity in the visual query (such as email address, social network contact, and company name).

The search results list in this example shows other relevant results such as web results 1514 and a logo match 1508 for “Any Business.” These types of results are the same as those described above with reference to FIG. 15.

FIG. 17 also includes several actionable elements 1724. The actionable elements 1724 are not tied to a particular search result, but rather are selectable elements for initiating standard actions in the visual query system. The actionable elements displayed in FIG. 17 are buttons to initiate a “new search,” to “share” the search results or a portion thereof with another user or application, and to review previous visual query searches (labeled “history”).

FIG. 18 illustrates a client system display of an embodiment of a results list 1500 and a plurality of actionable search result elements 1700 returned for a visual query 1200 of a 2D barcode. The actionable search result elements 1700 in FIG. 18 are configured to launch client-side actions that indirectly correspond to the barcode identified entity 1801 because the barcode itself is not an entity that has a direct corresponding client-side action. In the embodiment shown in FIG. 18, the
bar code match visual query search result information 1802 is displayed above the actionable search result elements 1700. The information displayed in this embodiment is related to Bob Every, as perhaps this bar code was on his ID or access card. Therefore, the results returned are the same as those shown in FIG. 17. However, bar codes are used in a variety of applications, and information associated with each bar code will determine the type of actionable search results displayed. For example, if a bar code is associated with a product, the actionable search results are likely to relate to buying the product, obtaining detailed information about the product, or obtaining a product review. This embodiment also includes a results list 1500 and actionable elements 1724.

FIG. 19 illustrates a client system display of a visual query result that includes a results list 1500 and a plurality of actionable search result elements 1700 returned for a visual query 1200 including a product. The visual query 1200 in this embodiment is a photograph of a book 1901 on a bookshelf. The book cover includes text and images. The search system returned a search results list 1500 and actionable search result elements 1700 along with the visual query 1200 and other elements. The identified entity for this query was the book 1901. In the embodiment shown in FIG. 19, the book match visual query search result information 1902 is displayed above the actionable search result elements 1700. These book result elements include the title, author, and a star rating. The actionable search result elements 1700 correspond to the likely client-side actions a user may wish to take corresponding to the identified product. In this embodiment the actionable search result elements include a button 1904 to buy the product, an button 1906 to bid on the product, and a button 1908 to read product reviews regarding the product. The search results list includes web results 1514 and image results 1512.

FIG. 20 is a flow diagram illustrating the communications between a client system 102 and a front end visual query server system 110 for creating actionable search results 1700 with optional location information. In some embodiments, the location information is enhanced prior to being used. In these embodiments, visual query results are based at least in part on the location of the user at the time of the querying.

Using location information or enhanced location information to improve visual query searching is useful for “street view visual queries.” For example, if a user stands on a street corner and takes a picture of a building as the visual query, and it is processed using current location information (i.e., information identifying the location of the client device) as well as the visual query, and search results will include information about the business or organizations located in that building.

Each of the operations shown in FIG. 20 may correspond to instructions stored in a computer memory or computer readable storage medium. Specifically, many of the operations correspond to executable instructions in the actionable search results module 838 of the front end search system 110 (FIG. 6) and the results browser 726 of the client system 102 (FIG. 5).

The client device or system 102 receives an image from the user (2002). In some embodiments, the image is received from a camera 710 (FIG. 5) in the client device or system 102. In some embodiments, the client system also receives location information (2004) indicating the location of the client system. The location information may come from a GPS device 707 (FIG. 5) in the client device or system 102. Alternatively, or in addition, the location information may come from cell tower usage information or local wireless network information. In order to be useful for producing street-view-assisted results, the location information typically must satisfy an accuracy criterion. In some embodiments, when the location information has an accuracy of no worse than A, where A is a predefined value of 100 meters or less, the accuracy criterion is satisfied. The client system 102 creates a visual query from the image (2006) and sends the visual query to the server system (2008). In some embodiments, the client system 102 also sends the location information to the server (2010).

The front end server system 110 receives the visual query (2012) from the client system. It may also receive location information (2014). As explained with reference to FIG. 16A, the front end server system 110 sends the visual query to at least one search system implementing a visual query process (2016). In some embodiments, the visual query is sent to a plurality of parallel search systems. The search systems return one or more search results (2024).

In the embodiments where the client system 102 sends location information to the front end server system 110, the front end server system sends the location information to at least one location augmented search system (2018). The location information received (at 2014) is likely to pinpoint the user within a specified range. In some embodiments, the location information locates the client system with an accuracy of 75 feet or better; in some other embodiments (as described above) the location information has an accuracy of no worse than A, where A is a predefined value of 100 meters or less.

The location-augmented search system (112-G shown in FIG. 23) performs a visual query match search on a corpus of street view images (previously stored in an image database 2322) within the specified range. If the image match is found within this corpus, enhanced location information associated with the matching image is retrieved. In some embodiments, the enhanced location information pinpoints the particular location of the user within a narrower range than the original range and optionally (but typically) also includes the pose (i.e., the direction that the user is facing.) In some embodiments, the particular location identified by the enhanced location information is within predefined distance, such as the 10 or 15 feet, from the client device’s actual location. In this embodiment, the front end server system 110 receives the enhanced location information based on the visual query and the location information from the location augmented search system (2020). Then the front end server system 110 sends the enhanced location information to a location-based query system (112-G shown in FIG. 24) (2022). The location-based query system 112-G retrieves and returns one or more search results, which are received by the front end server system (2024). Optionally, the search results are obtained in accordance with both the visual query and the enhanced location information (2026). Alternately, the search results are obtained in accordance with the enhanced location information, which was retrieved using the original location information and the visual query (2028).

It should be noted that the visual query results (received at 2024) may include results for entities near the pinpointed location, whether or not these entities are viewable in the visual query image. For example, the visual query results may include entities obstructed in the original visual query (e.g., by a passing car or a tree.) In some embodiments, the visual query results will also include nearby entities such as businesses or landmarks near the pinpointed address even if these entities are not in the visual query image at all.

As explained with reference to FIG. 16A, elements 1602 and 1604, in embodiments where no location information is received, and the front end search system 110 sends just the visual query to the one or more visual search systems (2016),
and the front end search system 110 then receives one or more search results from one or more visual query search systems (2024).

In the embodiments with and without location information, the front end search system 110 creates one or more actionable search result elements (2030). The creation or generation of actionable search result elements is discussed above with reference to FIGS. 16A and 16B elements (1608-1630).

At least one actionable search result element is received by the client system (2032). The client system 102 displays the actionable search result element (2034). As discussed with relation to FIG. 16B element 1632, in some embodiments one or more search results are also sent along with the actionable search result element from the front end server system to the client system. Optionally (and typically), the search results are displayed with the actionable search result elements. Similarly, in embodiments where actionable elements are sent to the client (FIG. 16B, element 1638), they too are displayed. In some embodiments, the actionable search result element is displayed by overlaying a portion of the visual query (2036). An example of this type of display is shown in FIG. 22, as discussed in more detail below.

The client system 102 receives a user selection of a respective actionable search result element (2038). Then the client system launches a client-side action corresponding to the selected actionable search result element in an application distinct from the visual query application in which the visual query results and actionable search result element were displayed (2040). For example, if the user-selected actionable search result element is for initiating a telephone call to a particular phone number, the action is initiated in a phone application, which is distinct from the client-side visual query application.

FIG. 21 illustrates a client system display of an embodiment of a results list 1500 and a plurality of actionable search result elements 1700 returned for a visual query 1200 of a building. The visual query 1200 in this embodiment was processed as a street view visual query, and thus the received search results were obtained in accordance with both the visual query and location information provided by the client system 102. The identified entity for this query is the San Francisco (SF) Ferry building 2101. In the embodiment shown in FIG. 21, the “place match” visual query search result information 2102 is displayed above the actionable search result elements 1700. The place match result includes the name of the building (SF Ferry Building), the postal address (Pier 48), a description about the place, and a star rating. The actionable search result elements 1700 correspond to the likely client-side actions a user may wish to take corresponding to the identified place. In this embodiment the actionable search result elements include a button to call a phone number associated with the place 2104, a URL button for viewing a website associated with the place 2106, and a button for mapping the address 2108. The search results list includes web results 1514 and related place matches 2110. The search results list includes other places identified by the street view place match system. In some embodiments, the place match system displays other similar and/or other nearby places to the one identified as currently being in front of the user. For example, if the place in front of the user were identified as a That restaurant, the street view place match system may display other That restaurants within one mile of the identified place. In the embodiment shown in FIG. 21 the displayed related places 2110 are places that are also popular tourist stops—the California Academy of Sciences 2112 and the Palace of Fine Arts 2114. In other embodiments, rather than displaying similar places, the related place match may display places geographically next to the identified place, such as the stores on either side or above the store in the visual query. In some embodiments, the similar and/or nearby results also include actionable search result elements. For example, a button to initiate a phone call to each of the similar results will be provided in some embodiments.

FIG. 22 illustrates a client system display of an embodiment where a plurality of actionable search result elements 1700 overlay the visual query 1200. In this embodiment the actionable search result elements which are returned are for a street view visual query, but actionable search results elements could overlay any type of visual query. In the embodiment shown in FIG. 22, the front end server system identified a restaurant entity in the visual query called “The City Restaurant” 2201. The front end server identified several client side actions corresponding to “The City Restaurant” entity 2201 and created actionable search result elements for each action.

The actionable search result elements include a button 2204 to call a phone number associated with the restaurant, a button 2206 to read reviews regarding the restaurant, a button 2208 to get information regarding the restaurant, a button 2210 for mapping the address associated with the restaurant, a button 2212 for making reservations at the restaurant, and a button 2214 for more information such as nearby or similar restaurants. The actionable result elements in the embodiment shown in FIG. 22 are displayed overlaying a portion of the visual query 1200 in an actionable search result element display box 2216. In this embodiment, the display box 2216 is partially transparent to allow the user to see the original query under the display box 2216. In some embodiments, the display box 2216 includes a tinted overlay such as red, blue, green etc. In other embodiments, the display box 2216 grays out the original query image. The display box 2216 also provides the name of the identified entity 2218, in this case the restaurant name “The City Restaurant.” The partially transparent display box 2216 embodiment is an alternative to the results list style view shown in FIG. 21. This embodiment allows the user to intuitively associate the actionable search result buttons with the identified entity in the query.

FIG. 23 is a block diagram illustrating one of the location augmented search system utilized to process a visual query. FIG. 23 illustrates a location augmented search system 112-F in accordance with some embodiments. The location augmented search system 112-F includes one or more processing units (CPU’s) 2302, one or more network or other communications interfaces 2304, memory 2312, and one or more communication buses 2314 for interconnecting these components. The communication buses 2314 may include circuitry (sometimes called a chipset) that interconnects and controls communications between the system components. Memory 2312 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 2312 may optionally include one or more storage devices remotely located from the CPU(s) 2302. Memory 2312, or alternately the non-volatile memory device(s) within memory 2312, comprises a computer readable storage medium. In some embodiments, memory 2312 or the computer readable storage medium of memory 2312 stores the following programs, modules and data structures, or a subset thereof:

an operating system 2316 that includes procedures for handling various basic system services and for performing hardware dependent tasks;
a network communication module 2318 that is used for connecting the location augmented search system 112-F to other computers via the one or more communication network interfaces 2304 (wired or wireless) and one or more communication networks, such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;  

a search application 2320 which searches a street view index for relevant images matching the visual query which are located within a specified range of the client system’s location, as specified by location information associated with the client system, and if a matching image is found, returns augmented location information, which is more accurate than the previously available location information for the client system;  
an image database 2322 that includes street view image records 2306; each street view image record includes an image 2308 and pinpoint location information 2310;  
an optional index 2324 for organizing the street view image records 2306 in the image database 2320;  
an optional results ranking module 2326 (sometimes called a relevance scoring module) for ranking the results from the search application, the ranking module may assign a relevancy score for each result from the search application, and if no results reach a pre-defined minimum score, may return a null or zero value score to the front end visual query processing server indicating that the results from this server system are not relevant; and  
an annotation module 2328 for receiving annotation information from an annotation database (116, FIG. 1) determining if any of the annotation information is relevant to the particular search application and incorporating any determined relevant portions of the annotation information into the respective annotation database 2330.

FIG. 24 is a block diagram illustrating a location based search system 112-G in accordance with some embodiments. The location based search system 112-G, which is used to process visual queries, includes one or more processing units (CPU's) 2402, one or more network or other communications interfaces 2404, memory 2412, and one or more communication buses 2414 for interconnecting these components. The communication buses 2414 may include circuitry (sometimes called a chipset) that interconnects and controls communications between system components. Memory 2412 includes high-speed random access memory, such as DRAM, SRAM, DDR RAM or other random access solid state memory devices; and may include non-volatile memory, such as one or more magnetic disk storage devices, optical disk storage devices, flash memory devices, or other non-volatile solid state storage devices. Memory 2412 may optionally include one or more storage devices remotely located from the CPU(s) 2402. Memory 2412, or alternately the non-volatile memory device(s) within memory 2412, comprises a computer readable storage medium. In some embodiments, memory 2412 or the computer readable storage medium of memory 2412 stores the following programs, modules and data structures, or a subset thereof:

an operating system 2416 that includes procedures for handling various basic system services and for performing hardware dependent tasks;  
a network communication module 2418 that is used for connecting the location based search system 112-G to other computers via the one or more communication network interfaces 2404 (wired or wireless) and one or more communication networks, such as the Internet, other wide area networks, local area networks, metropolitan area networks, and so on;  
a search application 2420 which searches the location based index for search results that are located within a specified range of the enhanced location information provided by the location augmented search system (112-F); in some embodiments all search results within the specified range are returned, while in other embodiments the returned results are the closest N results to the enhanced location, in yet other embodiments the search application returns search results that are topically similar to the result associated with the enhanced location information (for example, all restaurants within a certain range of the restaurant associated with the enhanced location information);  
an location database 2422 which includes records 2406, each record includes a location information 2310 and associated other information 2308 (such as contact information, reviews, and images);  
an optional index 2424 for organizing the records 2406 in the location database 2420;  
an optional results ranking module 2426 (sometimes called a relevance scoring module) for ranking the results from the search application, the ranking module may assign a relevancy score for each result from the search application, and if no results reach a pre-defined minimum score, may return a null or zero value score to the front end visual query processing server indicating that the results from this server system are not relevant; and  
an annotation module 2428 for receiving annotation information from an annotation database (116, FIG. 1) determining if any of the annotation information is relevant to the particular search application and incorporating any determined relevant portions of the annotation information into the respective annotation database 2430.

Each of the software elements shown in FIGS. 23 and 24 may be stored in one or more of the previously mentioned memory devices, and corresponds to a set of instructions for performing a function described above. The above identified modules or programs (i.e., sets of instructions) need not be implemented as separate software programs, procedures or modules, and thus various subsets of these modules may be combined or otherwise re-arranged in various embodiments. In some embodiments, memory of the respective system may store a subset of the modules and data structures identified above. Furthermore, memory of the respective system may store additional modules and data structures not described above.

Although FIGS. 23 and 24 show search systems, these Figures are intended more as functional descriptions of the various features which may be present in a set of servers than as a structural schematic of the embodiments described herein. In practice, and as recognized by those of ordinary skill in the art, items shown separately could be combined and some items could be separated. For example, some items shown separately in FIGS. 23 and 24 could be implemented on single servers and single items could be implemented by one or more servers. The actual number of servers used to implement a location-based search system or location-augmented search system and how features are allocated among them will vary from one implementation to another, and may depend in part on the amount of data traffic that the system must handle during peak usage periods as well as during average usage periods.

The foregoing description, for purpose of explanation, has been described with reference to specific embodiments. However, the illustrative discussions above are not intended to be exhaustive or to limit the claims to the precise forms disclosed. Many modifications and variations are possible in
view of the above teachings. The embodiments were chosen and described in order to best explain the principles of the invention and its practical applications, to thereby enable others skilled in the art to utilize the invention and various embodiments with various modifications as are suited to the particular use contemplated.

What is claimed is:

1. A computer-implemented method of processing a visual query comprising:
   - a server system having one or more processors and
   - memory storing one or more programs for execution by
     the one or more processors;
   - receiving a visual query from a client system, wherein
     the visual query comprises an image;
   - in response to receiving the visual query:
     - obtaining a plurality of search results to the visual
     query:
       - analyzing the image to identify an entity in the visual
       query;
       - identifying one or more client-side actions corre-
       sponding to the identified entity based on informa-
       tion in the plurality of search results;
       - creating one or more actionable search result el-
       ements configured to launch respective client-side
       actions, wherein the actionable search result ele-
       ment includes a user selectable element that iden-
       tifies the particular client-side action with respect
       to the identified entity; and
   - sending (i) the one or more actionable search result
   elements and (ii) at least one search result in the
   plurality of search results to the client system con-
   figured to display a search results list including one
   or more search results and to separately display of
   the one or more actionable search result elements in
   a display area;
   - wherein the at least one search result is formatted
   for display in the search result portion of a display on
   the client system:
     - wherein the actionable search result element is for-
     matted for display in the search result element por-
     tion of the display, and
   - the search result element portion is different than the
   search result portion of the display.

2. The method of claim 1, including creating and sending to
   the client system a plurality of actionable search result user
   interface elements, each configured to launch a unique client-
   side action.

3. The method of claim 1, further comprising:
   - identifying a plurality of distinct client-side actions corre-
   sponding to the identified entity;
   - creating two or more actionable search result elements,
     each configured to launch a respective client-side action
     of the identified plurality of client-side actions; and
   - sending the two or more actionable search result elements
     to the client system.

4. The method of claim 1, wherein identifying the entity
   comprises using a non-OCR image matching process to iden-
   tify the entity in the visual query.

5. The method of claim 1, wherein the respective client-
   side action is selected from the group consisting of: initiating
   a call to a telephone number, instant messaging, paging, fax-
   ing, emailing, a social network communication, and commu-
   nicating by another communication mechanism.

6. The method of claim 1, wherein the identified entity in
   the visual query is one or more of: a person, a name or other
   identifier of the person, a business, an organization, and a
   service.

7. The method of claim 1, wherein the sending includes
   sending to the client system a representation of the visual
   query with the actionable search result element overlaying
   at least a portion of the representation of the visual query.

8. The method of claim 1, wherein the sending includes
   sending to the client system information for visually present-
   ing the actionable search result element overlaying at least a
   portion of the visual query.

9. The method of claim 1, wherein the identified entity is a
   phone number and the actionable search result element is a
   button for initiating a telephone call to the phone number.

10. The method of claim 1, wherein the identified entity is an
    email address and the actionable search result element is a
    button for initiating composition of an email message to the
    email address.

11. The method of claim 1, wherein the actionable search
    result element is configured to add information to a contacts
    list, wherein the information is selected from a group consist-
    ing of one or more of: a name, an email address, a phone
    number, a fax number, a postal address, an instant messaging
    address, a company name, an organization name, a URL, and
    a social networking contact.

12. The method of claim 1, wherein the identified entity is a
    person or an identifier associated with the person, the plur-
    ality of search results includes a communication address
    associated with the person, and the actionable search result
    element is configured to launch a communication using the
    communication address.

13. The method of claim 12, wherein the actionable search
    result includes an identifier associated with the person, and
    the identifier is one or more of the name of the person, a facial
    image of the person, an identification number associated with
    the person, a phone number associated with the person, a fax
    number associated with the person, a social networking iden-
    tifier associated with the person, and an email address associ-
    ated with the person.

14. The method of claim 1, further including sending an
    actionable element configured to share or upload at least a
    portion of the visual query.

15. The method of claim 1, wherein the one or more action-
    able search result elements are selected based on capabilities
    of the client system.

16. The method of claim 1, wherein the one or more actionable
    search results are scored based on one or more factors.

17. A computer-implemented method of processing a
    visual query comprising:
    - a client system having one or more processors, a display,
      and memory storing one or more programs for execution by
      the one or more processors;
    - receiving an image:
      - creating a visual query from the image;
    - sending the visual query to a visual query search system;
    - in response to sending the visual query:
      - receiving from the visual query search system (i) one or
        more actionable search result elements configured to
        launch a client-side action, wherein the actionable
        search result element corresponds to an entity in the
        visual query; and (ii) one or more search results cor-
        responding to the visual query;
      - displaying (i) the one or more actionable search result
        elements and (ii) a search results list including the one
        or more search results on the client system;
      - wherein the search results list including the one or more
        search results are displayed in a search result portion of
        a display on the client system;
wherein the one or more actionable search result elements are formatted for display in a distinct search result element portion of the display, and
wherein the search result element portion is different than the search result portion of the display.

18. A server system, for processing a visual query, comprising:
one or more central processing units for executing programs;
memory storing one or more programs be executed by the one or more central processing units;
the one or more programs comprising instructions for:
receiving a visual query from a client system, wherein the visual query comprises an image;
in response to receiving the visual query:
obtaining a plurality of search results to the visual query;
analyzing the image to identify an entity in the visual query;
identifying one or more client-side actions corresponding to the identified entity based on information in the plurality of search results;
creating one or more actionable search result elements configured to launch respective client-side actions, wherein the actionable search result element includes a user selectable element that identifies the particular client-side action with respect to the identified entity; and
sending (i) the one or more actionable search result elements and (ii) at least one search result in the plurality of search results to the client system configured to display a search results list including one or more search results and to separately display of the one or more actionable search result elements in a display area,
wherein the at least one search result is formatted for display in the search result portion of a display on the client system;

wherein the actionable search result element is formatted for display in the search result element portion of the display, and
the search result element portion is different than the search result portion of the display.

19. A non-transitory computer readable storage medium storing one or more programs configured for execution by a computer, the one or more programs comprising instructions for:
receiving a visual query from a client system, wherein the visual query comprises an image;
in response to receiving the visual query:
obtaining a plurality of search results to the visual query;
analyzing the image to identify an entity in the visual query;
identifying one or more client-side actions corresponding to the identified entity based on information in the plurality of search results;
creating one or more actionable search result elements configured to launch respective client-side actions, wherein the actionable search result element includes a user selectable element that identifies the particular client-side action with respect to the identified entity; and
sending (i) the one or more actionable search result elements and (ii) at least one search result in the plurality of search results to the client system configured to display a search results list including one or more search results and to separately display of the one or more actionable search result elements in a display area,
wherein the at least one search result is formatted for display in the search result portion of a display on the client system;
wherein the actionable search result element is formatted for display in the search result element portion of the display, and
the search result element portion is different than the search result portion of the display.

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